

Gina Taylor

PRINCIPAL PRODUCT DESIGNER / FRACTIONAL HEAD OF DESIGN



ginaannetaylor.com

Over a decade of experience architecting scalable product ecosystems and untangling complex UX architecture for B2B SaaS and Fortune 500 enterprise platforms. Proven track record of bridging the gap between business strategy and human-centered design, spearheading AI integrations, leading DesignOps, and driving measurable impact.

WORK EXPERIENCE

Fractional Head of Design / Studio Gatto, LLC

NOV 2025 – PRESENT / Independent Consultant, Remote

Partner with Seed and Series A B2B SaaS founders to architect scalable product ecosystems, untangle complex UX architecture, and bulletproof platforms for enterprise procurement.

- **Enterprise UX Diagnostics:** Conduct rapid, surgical teardowns of complex B2B platforms, identifying critical cognitive overload and WCAG accessibility failures that block multi-million dollar corporate sales cycles.
- **Fractional Design Leadership:** Act as a strategic executive partner to the C-suite, providing high-level roadmapping and oversight for internal engineering and junior design teams to ensure flawless execution of the UX vision.
- **Procurement-Ready Architecture:** Leverage systems-level thinking to build scalable UX blueprints that pass strict corporate compliance, legal, and accessibility audits.
- **Outcome-Driven AI Integration:** Spearhead the strategic implementation of Agentic AI features, uncovering usability problems and ensuring new technology reduces user friction.

Product Designer & Design Researcher / Studio Gatto, LLC

AUG 2014 – PRESENT / Freelance & contract, Remote

Partner with diverse organizations and startups to deliver visual communication designs, 2D and 3D concept creations, and comprehensive brand strategies. I apply design principles to assist clients with product strategy, rapid prototyping, and the development of impactful user experiences.

- **Visionaire Products, Inc (2023-2025):** Created a new logo and executed a complete rebranding for the company. Designed and developed a new website to enhance their digital presence.
- **InnSight Technology, Inc (2016-2022):** Collaborated on the OcuCheck, a medical device, in the capacity of an Industrial Designer, contributing to its physical design and usability.
- **Photonicare, Inc (2016-2017):** Collaborated on a team to create 3D models for a novel medical device. Iterated designs using analog sketching and traditional/rapid prototyping utilizing foam, CAD software, and 3D printing.

Principal Product Designer / Hewlett Packard Enterprise

MAR 2021 – NOV 2025 / Full-time, Remote

- Directed DesignOps initiatives and led the strategy work for all of the Unified Support Experiences on HPE GreenLake, which defined both the north star/vision and short-term goals, and was revised and presented to executive leadership in 2022, 2023, and 2024.
- Led the AI-powered support search (Coveo) and virtual assistant (Amazon Lex) experiences for HPE GreenLake and shaped the 2025 vision for AI-driven customer self-service.
- Architected scalable Design System patterns adopted across 10+ business units, accelerating feature time-to-market and unifying the visual language of the GreenLake platform.
- Aligned cross-functional teams to integrate analytics (Amplitude, Qualtrics) and validate design decisions across the ecosystem, including leading several initiatives with 60+ stakeholders across 10+ business units (BUs).
- Mentored 10+ mid-level designers (resulting in 5+ promotions) and implemented structured design reviews that reduced engineering hand-off errors.

EDUCATION

MFA / Industrial Design
UNIVERSITY OF ILLINOIS AT
URBANA-CHAMPAIGN

BA / European Studies + Italian
UNIVERSITY OF TEXAS AT AUSTIN

CERTIFICATIONS

UXC Master
+ specialty UX Management
NN/GROUP, ID 1048503

Leadership through social
influence
NORTHWESTERN UNIVERSITY

CORE COMPETENCIES

Tools & Technologies
Figma, Claude/Claude Code,
Adobe Creative Suite, HTML/
CSS/Bootstrap, Jira, Confluence,
SmartSheet, Amplitude,
Qualtrics, Adobe Analytics,
Google Analytics, WebFlow,
WordPress, Sketch, InVision,
Autodesk Fusion 360, Pendo,
Tealeaf

Soft Skills
Human-Centered Design
A11y Compliance (WCAG)
Inclusive Design
AI-Driven UX
Design Leadership
Enterprise UX Diagnostics
DesignOps
Executive Partnership
Cross-Functional Alignment
Mentorship
Agile Methodologies

Languages
English, Italian

WORK EXPERIENCE (CONT'D)

Senior UX Designer / State Farm

JUN 2018 – MAR 2021 / Full-time, Dunwoody, GA

- Led the end-to-end design of the "Repair Assistant" web experience, driving increased usage of certified shops and customer trust.
- Redesigned the ERS web app, boosting completion rates from 25% to 70% and CSAT scores from 70% to 95%.
- Launched the first digital rental request capability for claimants, capturing 30% of total rental request volume and significantly reducing call center costs.
- Created 20+ scalable design patterns to facilitate the migration of 1,200+ web pages to a new design system.
- Achieved a 95.8% CSAT for the Rental Self-Service web app, the highest score across the entire Claims Suite.

IT-Systems Graduate Student Intern / State Farm

MAY 2016 – MAY 2018 / Champaign, IL

Graphic and UI/UX, teamwork, team leadership. Projects include mobile app design, virtual reality, 3D modeling and 3D printing.

Graduate Teaching Assistant / University of Illinois at Urbana-Champaign

AUG 2015 – MAY 2018 / Champaign, IL

- Instructed and assisted students across multiple design courses, including ARTD 328 Human-Centered Product Design and ARTD 448 Professional Design Practice.
- Assisted students with the use of 2D and 3D printing and scanning technologies.

Fusion 260 Catalyst / Autodesk

AUG 2016 – DEC 2016 / Champaign, IL

Promoted CAD software Fusion 360 on social media and hosted Fusion 360 workshops as part of a student internship.

AWARDS

Hack Day 2020 / State Farm Team "Mindful Miles" - Winner of Best Customer/Business Value (76 teams total)

Innovation Day 2020 / State Farm Digital Claims Suite Team "TBD" - Winner of category Most Creative

PATENTS

Technology for Detecting Onboard Sensor Tampering / Co-Inventor

U.S. Patent No. 10,755,495 (Issued August 2020)

MEMBERSHIPS

IxDA, AIGA, Girls Who Code Mentor, Women in Technology, DGSO, IDSA, HFES

COMMUNITY INVOLVEMENT

- **Girls Who Code Mentor.** In 2019, as part of a corporate technology job shadow program for young girls, I facilitated a week-long design sprint for 4 high school students during a corporate Hack Day, guiding them from initial ideation to the final presentation of a conceptual web app. In 2020, I organized and hosted a virtual "Day in the life of a UX Professional" session with over 30 students.
- **Women in Technology Mentor.** In 2019, I provided weekly 1:1 coaching to a high school student during a 7-week STEM immersion program, focusing on resume building, interview preparation, and soft-skill development. In 2020, I organized and led a virtual Design Thinking Workshop for over 60 students.
- **48in48 volunteer.** I participated on teams and individually as both a designer and a Wordpress developer at 6 separate 48in48 events from 2018 to 2020, personally building websites for more than 10 nonprofits. I was also the City Project Officer for Atlanta and Dallas events in October 2019. I managed 42 teams with over 300 volunteers in Atlanta and 12 teams with 100 volunteers in Dallas.

INVITED GUEST LECTURES & PANELS

- User Testing and Feedback: Guest lecture for ARTD 570 Design Research Methodology at the University of Illinois School of Art + Design, November 2020.
- Design Illinois Portfolio Clinic Panel: Panelist at the University of Illinois School of Art + Design, November 2020.
- User Testing and Feedback: Guest lecture for INFO 251 Web Usability at the University of Illinois School of Informatics, February 2018.
- Improving the Pelvic Exam Experience: Presentation at the Design for Next Conference, European Academy of Design, Rome, Italy, April 2017.



PUBLICATIONS & REFEREED CONFERENCE PAPERS

- **Taylor, G.** (2018). Promoting wellness and reducing stigma through accessible sex education: A human centered design approach (Master's thesis). Retrieved from <http://hdl.handle.net/2142/102863>.
- Khan, M. S., Misra, S. K., Schwartz-Duval, A., Daza, E. A., Ostadhossein, F., Bowman, M., **Taylor, G.**, McDonagh, D., Labriola, L., and Pan, D. (2017). Real-Time Monitoring of Post-Surgical and Post-Traumatic Eye Injuries using Multi-Layered Electrical Biosensor Chip. *ACS Applied Materials & Interfaces*, acsami.7b01675.
- **Taylor, G.** A., McDonagh, D., & Hansen, M. J. (2017). Improving the Pelvic Exam Experience: A Human-Centered Design Study. *The Design Journal*, 20(sup1), S2348-S2362.
- Bowman, M. L., **Taylor, G.** A., McDonagh, D., Labriola, L. T., & Pan, D. (2017). Resolving the OcuCheck: A Human-Centered Design Approach. *The Design Journal*, 20(sup1), S4781-S4783.
- Bowman, M. L., **Taylor, G.** A., McDonagh, D., Labriola, L. T., & Pan, D. (2017). Medical Device Design: Applying a Human-Centered Design Methodology. *Proceedings of the International Symposium on Human Factors and Ergonomics in Health Care*, 6(1), 177-180.

CONFERENCE POSTERS

- Bowman, M., **Taylor, G.**, McDonagh, D., Labriola, L., Pan, D. (2017) "Resolving the OcuCheck: A Human-Centered Design Approach." Design for Next Conference, European Academy of Design. Sapienza Università di Roma, Rome, Italy.
- Bowman, M., **Taylor, G.**, McDonagh, D., Labriola, L., Pan, D. (2016) "Designing the OcuCheck: Resolving a device developed to assess ocular wounds." 3rd Health Care Engineering Systems Symposium. Jump Applied Research for Community Health through Engineering and Simulation (ARCHES), Peoria, IL, USA.

EXHIBITIONS

- "Master of Fine Arts Exhibition" Art + Design Graduate MFA Show 2018, Krannert Art Museum. University of Illinois at Urbana-Champaign.
- "Design Transformations" Art + Design Graduate Student Show 2017, Krannert Art Museum Link Gallery.
- "Empathic Innovation" Industrial Design Exhibition 2017, Krannert Art Museum Link Gallery.
- "Perspectives" Art + Design Graduate Student Show 2016, Krannert Art Museum Link Gallery.
- "Intersections of Design and Technology" Graduate Student Poster Exhibition 2016, School of Art + Design.