

Gina Taylor

STAFF PRODUCT DESIGNER / DESIGN STRATEGIST (B2B SAAS, ENTERPRISE, MEDTECH)

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I partner with founders and product teams to untangle complex workflows and design scalable UX ecosystems for high-stakes B2B and regulated domains. My work blends strategy, research, and systems-level design to reduce cognitive load, improve usability/accessibility, and help teams ship durable patterns—not one-off screens. Prior to consulting, I led enterprise platform work at HPE and State Farm.

CORE COMPETENCIES

Tools & Technologies // Design: Figma · FigmaMake · Cursor · Claude (AI-assisted ideation/prototyping) / Data & Analytics: Amplitude · Qualtrics · Experimentation/A-B testing (experience-based) · KPI/metric definition with PM/Data · Jira/Confluence

Services // Product + workflow UX strategy (north star, roadmap shaping, UX architecture) · Design systems + scalable patterns (governance, adoption, DesignOps collaboration) · Research + validation (usability testing, VoC synthesis, data-informed iteration) · Complex data/table UX (filtering, saved views, inbox/queue models) · Accessibility (WCAG-informed design and remediation guidance)

WORK EXPERIENCE

Design Strategist & Product Designer / Studio Gatto, LLC

AUGUST 2014 – PRESENT / Independent Consultant, Remote

Partner with Seed–Series A founders and teams to define product direction, simplify complex UX, and design scalable systems across B2B SaaS and medtech.

- Lead rapid UX teardowns to pinpoint cognitive overload, UX risk, and accessibility gaps impacting adoption and sales readiness.
- Shape product direction with founders and executives through UX architecture, prioritization, and roadmap-level design thinking.
- Translate complex operational requirements into clear workflows, information architecture, and scalable interaction patterns.
- Create repeatable design frameworks teams can execute across engineering and junior design, improving consistency and delivery quality.
- Use AI-assisted workflows (Claude, Cursor, Figma Make, Relume) to accelerate synthesis and prototyping while keeping craft, safety, and auditability high.

Selected clients & engagements

- [Visionaire Products, Inc.](#) — Branding, strategy, and website design/dev for OcuTap medical device.
- [InnSight Technology, Inc.](#) — Industrial design + usability support for the OcuCheck medical device.
- [Photonicare, Inc.](#) — 3D modeling and iterative prototyping for a novel medical device.
- [Petronics, Inc.](#) — Packaging and visual design for a high-tech pet toy.

Principal Product Designer / Hewlett Packard Enterprise

MARCH 2021 – NOVEMBER 2025 / Full-time, Remote

- Led Unified Support UX strategy and DesignOps for HPE GreenLake.
- Redesigned high-volume Case Management from 10+ column tables to an asynchronous “inbox model”; earned 100% positive customer feedback.
- Designed power-user discovery + filtering (quick filters, modular filters, saved views) for large datasets.
- Validated improvements with Amplitude + Qualtrics across 60+ stakeholders and 10+ business units.
- Took work from discovery to ship in Figma, translating complex operational requirements into flows and high-fidelity prototypes.
- Partnered with PM/engineering to define success metrics, align scope, and iterate fast without compromising workflow integrity.
- Built reusable design system patterns adopted across 10+ business units.
- Mentored 10+ designers and standardized ways of working to raise craft and execution quality.

Senior UX Designer / State Farm

JUNE 2018 – MARCH 2021 / Full-time, Dunwoody, GA

- Led end-to-end design of claims/assistance workflows where accuracy and clarity matter; improved ERS completion from 25% to 70% and CSAT from 70% to 95%; increased Rental CSAT to 95.8%, the highest score in the C;aims Suite.
- Shipped self-service experiences that reduced operational burden (fewer calls/escalations) while maintaining user trust—parallel to reducing admin load in private practice.
- Contributed scalable design patterns for large-scale system migration (1,200+ pages)
- Launched the first digital rental request capability for claimants, capturing 30% of total rental request volume and significantly reducing call center costs.

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

AUGUST 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 360 Catalyst / Autodesk

AUGUST 2016 – DECEMBER 2016 / Champaign, IL

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

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.

EDUCATION

MFA / Industrial Design / University of Illinois at Urbana-Champaign

BA / European Studies + Italian / University of Texas at Austin

CERTIFICATIONS

UXC Master + specialty in UX Management / NN/Group, ID 1048503

Leadership through social influence / Northwestern University

PATENTS

Technology for Detecting Onboard Sensor Tampering / Co-Inventor / U.S. Patent No. 10,755,495 (Issued August 2020)

LANGUAGES

English, Italian

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

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 & REFERRED 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., Ostadhosseini, 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.

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.

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.