

Taylor Wegner

PRODUCT DESIGN & UX LEADER

A product design and UX leader with over 12 years expertise delivering user experiences that drive value. I thrive on transforming complex challenges into intuitive solutions that bring joy to users and propel growth. I also mentor up-and-coming UX talent, fostering the next wave of user-centered designers.

📞 612-802-0788

✉️ taylorwegner@gmail.com

🔗 taylorwegner.com

🌐 linkedin.com/in/taylorwegner

EXPERIENCE

Prime Digital Academy / Senior UX Design Instr & UX Program Manager

SEP 2022 – PRESENT • HYBRID, MINNEAPOLIS MN

- Mentor and coach over 100 entry-level UX designers, providing guidance, motivation, feedback and proactively avoiding improvement plans.
- Mentor and coach UX instruction staff, helping to identify passions, wins, pain points and actionable pathways to career growth.
- Scope and client manage pro-bono projects for NPOs and entrepreneurs, distilling a range of needs and technical vocabulary into tangible, actionable product design projects (60+ to date).
- Improve project intake processes and documentation, enabling seamless staff onboarding and reducing average estimated staff time on task by 43%.
- Plan and lead workshops and ceremonies, ensuring alignment, comprehension, prioritized iteration and collaboration across teams.
- Leverage research to develop and deliver improved curriculum for professional career-switchers, including UX design, UI design, UX research, and effective responsible use of AI in the design process.
- Audit internal procedures and create and implement iterative process improvements to reduce staff overhead to meet 3 yr company goals.

TC Design Forge / Partner, Product & Design

JAN 2020 – PRESENT • HYBRID, MINNEAPOLIS MN

- Own Product Design, Business Ops and Client Relations for consulting services, driving measurable results across healthcare, hospitality and home service industries. BluePrintz iOS app up 200% in sales YOY.
- Head Product, Design and Marketing for Lucid Athlete mobile app. Soft launch Feb 2024; trendline to cash-flow positive by Dec 2024.
- Led original curriculum development and instruction for collegiate UX Design, UI Design and HCI courses (98% student approval rating).
- Coached and mentored young designers into industry-ready UX pros.
- Partnered with St. Paul Right Track and MSP Tech Hire to develop the next generation of diverse UX experts.
- Produced and managed instructional content targeting aspiring to mid-level UX, UI and Product Designers.

OptumRx / Senior UX Designer

OCT 2017 – JAN 2020 • MINNEAPOLIS MN

- Led design and research efforts on OptumRx.com consumer product, supporting YOY digital order growth (49%) and NPS (52 to 58).
- Onboarded, mentored and coached mid-level UX Designers on UX best practices, strategy and healthcare.
- Led cross-functional team of designers and developers to create a bespoke design system for OptumRx, meeting top-level unification goals across LOBs.
- Championed agile processes, collaborating across organizational and scrum settings, fostering alignment in a highly-matrixed organization.
- Planned and ran user research studies incl. usability, co-design and more.
- Consulted as a SME on UX and strategy across all OptumRx digital teams.

SKILLS

Digital Product Design (12 yrs)

User Experience Design (8 yrs)

Mentorship & Coaching (5 yrs)

Aligning Design to Key Measures

Strategy & Prioritization

Prototyping

User Research & Synthesis

Program Management

Design Systems & Libraries

Communication & Presenting

Agile Development Practices

Driving Alignment

Process Improvement

EDUCATION

BFA Graphic Design

University of Minnesota Duluth

Graduated May 2010

AWARDS

dotCOMM Awards

OptumRx.com, design lead

5 platinum, 5 gold

EXPERIENCE CONTINUED

Optum Technology / UX Designer

AUG 2016 – OCT 2017 • MINNEAPOLIS MN

- Served as sole UX and UI designer for 9 scrum teams simultaneously.
- Helped product-wide design status go from red to green in under 3 months.
- Collaborated, facilitated and solutioned design handoffs for and between product owners, business analysts, system architects, development leads and product stakeholders for OptumRx product suite with 4.5 mil active users.
- Researched, validated, designed and oversaw new features with agile development teams via journeys, flows and prototypes,
- Worked directly with business analysts and QA testers to track and document defects, updates and requests.
- Actively advocated for user experience and usability best practices.
- Implemented atomic design methodologies.
- Wrote user-focused, on-brand micro copy.
- Coordinated with existing design pattern libraries to deliver consistency and usability to users while providing design solutions to new problems.

Leadpages / Web Designer

APR 2015 – AUG 2016 • MINNEAPOLIS MN

- Led design of a new Wordpress plugin product for Leadpages.
- Leveraged analytics and a/b/n testing to support the end-to-end customer experience, designing measurable improvements to pricing interfaces and generating increased conversion rates in the pre-product experience.
- Managed 3rd party contract development work.
- Conceived and designed customizable, extensible private-label landing pages for a wide variety of targeted verticals and systems.
- Assisted with ideation, refinement and implementation of in-house Leadpages rebrand, with a focus on site and peripherals.
- Ensured brand consistency across marketing touch-points.

Freelance / Product Designer

Jan 2011 – Aug 2016 • MINNEAPOLIS MN

- Designed touchpoints across the entire user experience for Loppet events, working alongside Duffy & Partners.
- Consulted on translation of Birkibeiner redesign into digital interfaces.

Podiumwear / Lead Designer

May 2012 – Sep 2014 • ST PAUL MN

- Led digital and print design, supporting a 400% increase in bike apparel sales during my 2 year tenure.

CONTINUING EDUCATION

UX Management: Strategy and Tactics

Interaction Design Foundation
(in-progress)

AI for Designers

Interaction Design Foundation
(in-progress)

Leading for Creativity

IDEO U

Analytics in Healthcare Bootcamp

Normandale