

# Kara Taylor

SENIOR PRODUCT DESIGNER

## Details

United States

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[kararenfrotaylor@gmail.com](mailto:kararenfrotaylor@gmail.com)

## Links

[Portfolio](#)

[Password: 5aBef@3z5S1S](#)

[LinkedIn](#)

## Skills

Visual Design

Mentorship

Usability Testing

User Research

User-Centered Design

Leadership

Financial Services

Product Design

Figma

Design for Generative AI

Data Visualization

Dashboard Design

Conversation Design

XD Strategy

Planning / Roadmapping

User flows

Research

Agile Methodologies

Wireframes

## Hobbies

Running and working on my small farm raising vegetables.

## Profile

Passionately designing user-centric products and experiences, I bring extensive experience in Product Design, UX/UI, conversational design, and AI integration to the table. Throughout my career, I have focused on creating AI customer-facing products, developing design systems, and leveraging data analysis to enhance user satisfaction and business efficiency. My expertise includes prototyping, usability testing, and stakeholder management, ensuring seamless cross-functional collaboration in agile environments.

## Employment History

### Senior Experience Designer, State Farm

NOVEMBER 2023 – PRESENT

Led the design and implementation of advanced conversational experiences, reducing reliance on live representatives and enhancing self-service capabilities. Created new intents, training phrases, and responses to streamline customer interactions.

### Senior Product Designer, Expedia Group, Remote

JULY 2022 – DECEMBER 2023

Designed the user interface for the Generative AI search within Expedia Group Help Center, boosting self-service rates by 16% and achieving a Net Promoter Score of 56%. I also streamlined the design process, reducing iterations by 50%.

### Lead Product Designer, Anywhere Real Estate Inc., Remote

AUGUST 2021 – AUGUST 2022

I developed a new accounting app for the RealVitalize Product, which is used by Coldwell Banker, Sotheby's, and Corcoran. The app features a comprehensive data visualization dashboard that allows users to track funds with ease. In addition, I was responsible for developing all new content for the application.

### UX/UI Designer, Wells Fargo, Remote

NOVEMBER 2020 – DECEMBER 2021

Created an app for the Model Risk Management team that utilizes AI technology to manage lending risk. Additionally, I crafted a dashboard that includes data visualization components and implemented an Atomic Design System that features both light and dark themes.

### Lead UX/UI Designer, ARiA, Remote

SEPTEMBER 2019 – NOVEMBER 2020

I led UX/UI design for 3 Department of Defense (DoD) apps using ML and Generative AI. I created the user interfaces from scratch and won 2 Phase 2 DoD project proposals that led to contract extensions for the company.

### LX Designer, Eastern Kentucky University, Richmond

MARCH 2014 – SEPTEMBER 2019

I create educational content for 400+ students using Adobe Suite, Rise, and a LMS. I collaborated with healthcare experts to design interactive materials, and won a 2019 Blackboard award for my contributions to psychiatric mental health nursing courses.

## Education

**Master of Science - Instructional Design, University of Kentucky, Lexington**

AUGUST 2014 – DECEMBER 2019

**Masters of Fine Art - Art & Design, Clemson University, Clemson**

MAY 2008 – DECEMBER 2010

**BA - Art & Design, Georgetown College, Georgetown**

AUGUST 2004 – MAY 2008

## Certificate

**HCI (Human Computer Interaction), University of Kentucky, Lexington**

AUGUST 2016 – DECEMBER 2018