# TAYLOR SAMS

## EXPERIENCE

**2022 - Present**

### UX Designer
Orion Innovation

- Worked with Verizon to redesign and overhaul their internal sales and product management systems.

- Developed a series of managed tablet user experiences across a range of industries to help Verizon leverage their technology and break into new markets.

**2020 - 2022**

### Design Director
MARCH

- Led the redesign and launch of MARCH's new website which generated significantly more traffic and showcased 4 new areas of services from the firm.

- Redesigned and aligned the firm's graphic standards, responsible for any visual collateral produced and distributed to clients

- Oversaw and managed design projects and client relationships.

**2018 - 2020**

### Senior Designer
MARCH

- Assisted in the UX design and development of a custom AR software platform to support new content types being created. The software was later spun off into its own project and now generates over half of MARCH's revenues.

- Managed projects and deliveries to clients and was responsible for art direction and conceptual designs as well as final visualizations.

**2015 - 2018**

### Designer
MARCH

- Worked closely with a team to design and develop 3D architectural models and visual collateral.

- Developed a series of proprietary tools that automated time consuming parts of the workflow.

- Had several projects published across industry periodicals and notably our work on 15 Renwick won several awards.

**2010 - 2015**

### Editor, Head Editor
Pratt Institute: Architecture Archive

- I was hired as an assistant editor for InProcess, a joint publication between the graduate and undergraduate architecture programs.

- After becoming editor-in-chief, I worked closely with the graduate editor to create two separate publications, a first-ever in Pratt's history.

- Our efforts resulted in twice the product under the same original budget.

CONTACT

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ADDRESS

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## Education

**2022**

### UX Design Certificate
Google UX Design Professional Certificate

An in-depth series of ux design projects moving through the design process from start to finish covering design theory, professional practices, practical skills, and software tools.

**2015**

### Pratt Institute School of Architecture
B. Arch

Graduated with honors, professional degree, and several published projects.

## Design Skills

- Creative Direction
- UX/UI Design
- AR/VR Design
- Typography
- Design Thinking
- Sustainable Design
- Color Theory
- Branding

## Technical Skills

- Figma
- Adobe Xd
- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Html5 & CCS3
- Davinci Resolve
- 3ds Max + Vray