

Taylor Bahadur

UX DESIGNER



EXPERIENCE

UX Designer | QLink Wireless

NOV 2022 – AUG 2023 , MIAMI, FL

- Engineered a user-friendly interface for the company's "Make an Appointment" feature, driving a 25% increase in activation rates and elevating customer satisfaction by 30% through streamlined customer service scheduling.
- Orchestrated a complete overhaul of the company's ecommerce website, optimizing the browsing and shopping experience alongside checkout, resulting in a 40% surge in sales and a remarkable 50% reduction in cart abandonment rates.
- Revamped the company's mobile app, facilitating eSIM activations from within the app and boosting activation rates by an impressive 60%, contributing to a substantial 25% rise in customer satisfaction.
- Devised tailor-made landing pages for ad specialists, enhancing user engagement and conversion rates in Google and Facebook ad campaigns. This initiative delivered a 60% increase in sign-ups, effectively showcasing the effectiveness of user-centric design in ad-driven conversions.

UX Designer – Volunteer | Women's Foundation of Florida

JULY 2022 – AUGUST 2022 , MIAMI, FL

- Collaborated within a UX design team to overhaul the donation flow on a non-profit's website, resulting in a 35% increase in donation conversions and a strengthened user experience, thereby contributing significantly to the organization's funding initiatives.
- Contributed the effort to revamp the non-profit's home and about pages, strategically implementing changes that increased user trust and credibility, resulting in a 20% improvement in user engagement.

Graphic Designer | Miami Dade College (iCED)

MAY 2021 – JUNE 2022, MIAMI, FL

- Developed concepts and designs to present to stakeholders and associates
- Collaborated with various departments to boost social media engagement by 25%
- Created visual content for platforms such as Instagram, Twitter, and Facebook
- Designed print materials such as posters, flyers, and brochures for campus-wide events

EDUCATION

BrainStation | Diploma Candidate, User Experience Design

- A 400 hour, 12-week intensive diploma program for UX design focused on research and strategy, prototyping and usability testing, user interface design, and responsive design.

Miami Dade College | Computer Information Technology

- Awarded the American Dreams Scholarship, a full ride scholarship to complete my A.S degree.

TaylorBahadur.com

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[LinkedIn Profile](#)

SKILLS

- Information Architecture
- User Research
- Wireframing
- Usability Testing
- Prototyping
- Design Systems
- Responsive Web Design
- Affinity Mapping
- A/B Testing
- User Personas

TOOLS

Sketch, Invision, Figma,
Adobe Suite, Adobe
Target, AxureRP, Zeplin,
Slack, Optimizely,
Principle, Framer, B2B SaaS
HTML, CSS, C++, Java