

Danté Taylor

Thought Leader. Problem Solver.

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LEADERSHIP SKILLS

Project Management
Decisive & Collaborative
Transformative Organizer
Problem-Solver
Communicate Powerfully
Team Building
Coach & Mentor
Self-directing

DESIGN SKILLS

Responsive Web Design
iOS and Android Design
Conversational UI
Information Architecture
Accessibility
Rapid Prototyping
Presentation Design

STRATEGIC SKILLS

Art Direction
Usability Testing
Personas
Positioning
Brand Identity
Research
Journey Mapping
Storyboarding
Flow Design

EDUCATION

SCAD — Bachelor of Fine Arts
Graphic Design 1999/2002

Scrum Alliance
Product Owner (CSPO)

Experience

ANTHEM — UX Art Director

May 2021 / Present

Key Responsibilities

- Merge and standardize Sydney Health and Medicaid app UX patterns into feature toggleable components.
- Organize UX, development, and business stakeholders to align to strategic workstream goals.
- Maintain and expand member experience on Sydney Health App/Secure Web, Foster Care and Medicaid (App/Web): Pharmacy, Claims, Payments, Benefits, Chat, Self Service and Core features.
- Work with Senior UX Leadership to help create product roadmaps and identify strategic opportunities
- Help manage the department design process, mentor senior/junior designers, and art directors.
- Evangelize UX best practices, define UX processes that help UX partners collaborate, and help grow the core capabilities of the UX team across the organization.

ANTHEM — Senior UX Designer

May 2018 / May 2021

Key Responsibilities

- Effectively communicate design ideas, develop interaction models, and build mockups and prototypes.
- Use a data-driven approach and work with all levels of the organization to review critical goals, and drive towards tested solutions measured against business KPIs.
- Identify design trade-offs and alternatives; present findings, design concepts, and rationale to stakeholders and clients.
- Translate business strategy and brand requirements to actionable concepts.
- Use agile methodologies to manage projects from conception to final delivery.
- Manage the design process, mentor junior designers, and art direction.

MEDIACURRENT — Creative Director

May 2012 / Feb 2017

Key Responsibilities

- Recruited, hired, trained and evaluated the performance of 10 full-time Managers, Frontend Developers, and UX Designers.
- Oversaw the work of the creative department to ensure the department and team member goals were met.
- Managed design project budgets and managed projects from conception to deployment.
- Advocated UX and leadership within the company and externally through regularly published articles, public speaking, lunch-n-learns, lectures and training events.
- Helped create strong bonds with clients by guiding VP & C-Level stakeholders through the creative process.
- Created the design departments short/long term KPIs, roadmaps and vision plans
- Provided constructive feedback, reviewed the work of direct reports of both individual contributors and managers.
- Function as a bridge between the Development, Sales, Operations, and Design groups.
- Supported company growth through creative vision with a special focus on excellence.
- Supported the Sales Team by creating and designing presentation decks for clients.

MEDIACURRENT — Senior UX Designer

Jan 2010 / May 2012

Key Responsibilities

- Created, implemented, and maintenance of custom responsive Drupal themes.
- Partnered closely with client internal design and development teams to determine best path to achieve business goals.
- Collaborated with Front End & Back End teams on all new web projects from inception to execution to provide the ideal human experience.
- Lead and mentored junior and senior UX Designers and Frontend Developers.
- Drupal 7, HTML5, Javascript, JQuery, CSS/Sass, worked with PHP & MySQL in LAMP environment.
- Drupal Themes: AdaptiveThemes, Omega, Mothership, Zen Themes, Bootstrap.
- Drupal Modules: Entity Forms, Chaos Tools, Panels, Display Suite, Drupal Commerce, Page Title, MetaTag, Devel, Features.

MORRIS DIGITALWORKS — Creative Director

2008 / 2010

Key Responsibilities

- Worked with a multidisciplinary team to develop intuitive designs for Drupal-based websites across various businesses.
- Created brand identity guidelines and design standards for 40 business units.
- Website UX/UI design, digital campaign design, brand strategy & branding systems.
- Create storyboards, build prototypes, write specifications for developers to implement the UI design.
- Drupal development & theming, Frontend development (CSS/HTML/Javascript), Adobe Flash design.