

# Erik Taylor

## Senior Product Designer

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### Summary

Senior Product Designer with 10+ years of experience building AI-powered tools and design systems that engineering teams build from directly. Architected JEM, an internal AI product that automates research synthesis into interactive journey maps (Claude API, Nuxt 3, Vue 3, Cloudflare D1) — shipped to production, cutting feature discovery time by **10–15 hours per cycle**. Built a **50–100+ component** design system from scratch on Vuetify 3 with design tokens and WCAG 2.2 AA accessibility built in rather than retrofitted. Operates as a high-leverage sole IC designer across EdTech, regulated financial services, and enterprise SaaS.

### Skills

- **AI Tools:** Claude, Claude Code, Claude API, Claude Design, ChatGPT, Gemini, Ollama, Cursor, NotebookLM, Figma Make, custom skill authoring, prompt engineering, workflow automation
- **Design Tools:** Figma (components, variants, auto-layout, design tokens, dev mode), FigJam, Sketch, Adobe Creative Suite, Miro, Lucidspark, Lucidchart, prototyping
- **Design Systems:** Component-driven design, atomic design, design tokens, Vuetify 3, Bootstrap 5, Material Design 3, Apple HIG, IBM Carbon, Component Spec Framework
- **Research:** User interviews, moderated and unmoderated usability testing, card sorting, A/B testing, journey mapping, stakeholder interviews, competitive analysis, research synthesis
- **Front-End:** HTML, CSS, Vue 3, Nuxt 3, Cloudflare D1, React (read), TypeScript (read)
- **Accessibility:** WCAG 2.2 AA, inclusive design, accessible component architecture
- **Process:** SAFe Agile (PI planning, sprints), design sprints, design ops, information architecture, cross-functional alignment, workshop facilitation
- **Platforms:** WordPress, Zendesk, Slack, Notion, Obsidian, VS Code, Camtasia, Ubuntu Linux

### Experience

#### Tovuti LMS — Product Designer

July 2025 – June 2026

Denver, CO (Remote)

- Architected **JEM (Journey Experience Mapper)**, an internal AI product that automates research synthesis into interactive journey maps — teams upload raw sources (Zendesk tickets, transcripts, CSM notes), chat with Claude to scope work, and receive structured maps with personas, stages, steps, and friction points. Designed the complete data model and UX end to end on Nuxt 3, Vue 3, Vuetify 3, Cloudflare D1, and the Claude API. Shipped to production. Reduced feature discovery time by **10–15 hours per cycle**.
- Built Tovuti's design system from scratch on Vuetify 3 — **50–100+ standardized, documented, reusable components** with design tokens, referenced directly by engineers
- Defined the **Component Spec Framework**, a repeatable design-to-engineering handoff standard deployed across 4 product surfaces (FoH Dashboard, Checkpoints, Analytics, Next-Gen LMS), with Claude Code automating spec compliance checks
- Built **10 custom Claude skills** (discovery-lite, humanizer, peek-competitive, and others) that extended design coverage without added headcount — engineering teams generate on-brand, spec-compliant design artifacts autonomously
- Conducted AI-assisted competitive analysis across 4 major LMS platforms (Absorb, Docebo, TalentLMS, Sana Labs) — built a 5-level maturity framework across 5 user roles and a **22-opportunity matrix** that directly shaped Q2 analytics roadmap prioritization
- Established the information architecture foundation for an enterprise-scale LMS: domain models, ER diagrams, and a cross-functional glossary that aligned **8–12 engineers** and 1–2 product managers on core product concepts
- Implemented WCAG 2.2 AA accessibility from the ground up across all components and interaction patterns — built into the design system, not retrofitted
- Led design of complex multi-step service flows: assignment submission, peer review, and instructor feedback workflows

#### Transamerica — Senior UX Designer

November 2020 – November 2024

Denver, CO

- Redesigned the WFG advisor portal as an interactive, role-based dashboard with task prioritization, personalized content, and team metrics — contributed to a **30% adoption improvement** across the WFG advisor platform

- Led a research-driven information architecture overhaul of global navigation using card sorting, user preference testing, and A/B testing with **100+ licensed agents** — surfaced a goal-oriented navigation architecture (“Manage My Business,” “Grow My Business”) that users preferred over task-based structure, reducing cognitive load and improving mobile usability
- Navigated 4 years of financial services compliance for life insurance and annuities platforms, with design decisions subject to legal and regulatory review
- Mentored 3–5 designers on WCAG 2.2 AA accessibility standards, responsive design, and systems thinking
- Contributed to the Sketch-to-Figma migration, rebuilding the design system and improving design-to-engineering handoff across a team of 3–5 designers
- Facilitated design sprints and remote workshops to align Product, Engineering, Legal, and Compliance within a SAFe Agile environment

#### IBM (contracted via APC) — Product Owner / UX Designer

July 2017 – July 2020

Denver, CO

- Built the **Digital Sellers Guidebook**, a centralized sales enablement platform for IBM’s Cognitive Sales Advisor serving 3 distinct user roles (general users, enterprise sellers, managers) with a role-segmented knowledge base, searchable video library, and product pages — drove a **20% platform adoption increase** and was recognized by IBM executive leadership as the company’s most comprehensive internal seller resource
- Conducted discovery interviews to diagnose an adoption stall — surfaced root causes (high cognitive load, onboarding friction, unclear value proposition) that contradicted stakeholder assumptions, and reoriented the solution on user evidence
- Delivered training workshops internationally, including sessions in China and India; collaborated with developers on content architecture and iterative post-launch improvements

#### IBM (contracted via APC) — Team Lead, Copywriter

January 2010 – July 2017

Denver, CO

- Managed a global content team producing **2,500+ annual client profiles**; improved submission-to-publication workflow efficiency by **50%** through process redesign and editorial standards

## Education

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#### University of Denver — UX Design Bootcamp Certificate

2020

*24-week intensive: user-centered design research, usability testing, prototyping and wireframing, HTML5/CSS, accessibility*

#### University of Massachusetts Amherst — Bachelor of Arts, English Language and Literature

2003