

Erik Taylor

Senior Service Designer

Human-Centered Design • Service Blueprinting • User Research • Journey Mapping • Agile Delivery
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PROFESSIONAL SUMMARY

Senior product designer with 10+ years owning design end-to-end — from problem framing through shipped, polished product — across enterprise SaaS and financial services. Built and shipped an AI-powered journey-mapping product (JEM) that surfaced friction and drove fixes within a week of research, and built 10 custom AI skills that gave engineers and product partners leverage to move without design in the loop. Pairs high-fidelity visual craft with systems thinking, and works as an equal partner with product and engineering to shape direction, not just execute it.

CORE SKILLS

Research Methods: Qualitative Interviews, Contextual Inquiry, Usability Testing, Survey Design, CSM Reporting, Customer Satisfaction Data Analysis (Zendesk, HubSpot, Slack)

Service Design: Service Blueprinting, Journey Mapping, Current and Future State Process Mapping, Stakeholder Ecosystem Mapping, Persona Development, Low-Fidelity Service Prototyping

Delivery & Agile: User Story Definition, Backlog Input Creation, Agile Pod Collaboration, Product Manager Partnership, Iterative Testing

Accessibility & Inclusion: WCAG 2.1 AA/AAA, Multi-channel Service Mapping (digital and non-digital), Equity-centered Design Practices

AI & Emerging Technology: AI Workflow Design, Automated Research Synthesis, Constituent Experience Impact Assessment for AI-driven Services

Tools: Figma, Miro, Notion, Zendesk, HubSpot, Slack (signal monitoring), Google Analytics

PROFESSIONAL EXPERIENCE

Tovuti LMS — Product Designer

July 2025 – June 2026 • Remote

- Owned end-to-end design and product architecture for JEM, an AI tool that maps customer journeys by feature and flags friction step-by-step; surfaced 20 friction points from research, with 10 shipped as fixes within a week.
- Built 10 custom AI skills, partly in Claude Code, that gave product and engineering partners leverage to move faster on research synthesis without waiting on design — cutting manual synthesis work 10-15 hours per cycle.
- Built Tovuti's design system and component library, establishing shared patterns that got 8-12 engineers working from one taxonomy instead of one-off components.
- Partnered directly with product and engineering to turn multi-source research into backlog decisions, shaping direction rather than executing a handed-off spec.
- Built WCAG 2.1 AA into every component from the start, so accessibility held across the system instead of being patched in late.

Transamerica — Senior UX Designer

November 2020 – November 2024

- Led the high-fidelity redesign and information-architecture overhaul behind a 30% jump in platform adoption, working from research with 100+ financial advisors
- Ran cross-functional design workshops with compliance, product, and engineering, using direct user evidence to shift product direction and surface service gaps leadership hadn't seen.

- Designed omnichannel customer journeys across web and phone service channels, mapping where advisors got stuck and defining the future-state experience for engineering.
- Mentored designers on accessibility and visual systems, setting the UI/UX standards the team built against.

IBM (via APC) — Product Owner / UX Designer

July 2017 – July 2020

- Led product strategy and service design for the Digital Sellers Guidebook, a global internal platform serving distributed end-user populations across constrained legacy environments — contributing to 20% adoption growth.
- Executed discovery research that directly reshaped product direction; translated qualitative findings into user stories and backlog inputs for agile engineering teams.
- Delivered international workshops with operational staff across multiple geographies, aligning cross-functional stakeholders around shared service goals and surfacing constraints that shaped the final service design.

IBM (via APC) — Team Lead / Copywriter

January 2010 – July 2017

- Managed global content operations producing 2,500+ client profiles annually; improved editorial workflow efficiency by 50% through systematic process redesign and tooling improvements.

EDUCATION

University of Denver — UX Design Bootcamp Certificate (2020)

Human-Centered Design methodology, qualitative research methods, journey mapping, usability testing

University of Massachusetts Amherst — B.A., English Language & Literature (2003)