

# Taylor Wilson, Graphic Designer

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## ABOUT

Hello! I create designs that are both visually appealing and impactful. I love simplifying complex ideas into bold, compelling stories.

## SKILLS

- Figma
- Illustrator
- Photoshop
- InDesign
- After Effects
- Animate
- CSS / HTML Basics
- UI / UX Design
- Prototyping
- Brand Identity
- Email Marketing
- Problem Solving

## EDUCATION

*University of Kentucky*  
**DIGITAL MEDIA AND DESIGN**

2014 – 2018

*University of Kentucky*  
**CREATIVE WRITING MINOR**

2014 – 2018

## EXPERIENCE

*TaxAct*

### SENIOR DESIGNER

2021 – Present

Develop compelling creative assets across diverse platforms—including web, social media, email, blogs, display, and print—ensuring brand consistency and driving impactful marketing initiatives.

- Increase brand awareness and revenue through engaging designs that boost customer retention, lead generation, web traffic, and conversions.
- Reimagine web layouts with a customer-centric approach, creating intuitive prototypes that foster seamless collaboration with development teams.
- Transformed the brand's visual identity, updated style guides and optimized Figma component libraries to reflect the new design.
- Achieved promotion from Graphic Designer to Senior Designer in 2024.

*Deckel & Money Penny Exhibits*

### GRAPHIC DESIGNER

2018 – 2021

Designed and executed immersive exhibit displays, delivering cohesive branding and visual experiences for clients including GE Appliances and Chevron Lubricants.

- Created banners, signage, brochures, and premium merchandise mockups.
- Developed animated touch screens and GIFs to enhance engagement.
- Designed WordPress layouts and managed in-house production, including printing, laminating, mounting, and vinyl application for large-scale graphics.

*Humana*

### PRODUCTION ARTIST

2018 – Contract

Designed and polished final layouts for flyers, ads, and postcards, ensuring all materials met brand guidelines.

*University of Kentucky*

### MARKETING ASSISTANT

2017 – 2018

Created marketing materials for concerts and fine art events, including posters, program books, social media content, e-blasts, TV slides, and website graphics.

*Muir Valley*

### GRAPHIC DESIGN INTERN

2017 – 2018

Revamped the brand's aesthetic by developing a modernized website prototype and conceiving fresh logo designs for t-shirt and water bottle mockups.