



TAYLOR WARD
EXPERIENCE DESIGNER

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ABOUT ME

I am fourth year student pursuing a joint major in Interactive Arts + Technology and Business, focusing my concentration in design and marketing.

I am an aspiring experience designer looking to learn, grow and take the world by storm. I strive to visualize stories, be curious and constantly collaborate in order to produce meaningful experiences. It is through digital narratives that we find authenticity, through curiosity that keeps us experimental, and through collaboration that we never stop learning.

VALUES

EXPERIMENTATION
COLLABORATION
AUTHENTICITY

CONCEPTS

Visual Design	Service Design
Typography	Interface Design
Videography	Concept Models
Branding	Wireframing
Print	Researching

INTERESTS

Hand Lettering	Live Music
Photography	Tuques & Tanks
Haiku Rapping	Snowboarding
Cafe Searching	Oolong Tea
Documentaries	Vimeo Browsing

WORK EXPERIENCE

DESIGNER AT TEALEAVES
JUNE - SEPTEMBER 2014

Involved with strategizing, creating and implementing Tealeaves new website and consumer platform. Throughout this task, I was able to wireframe and dictate the user interaction for supplementary website pages while visually design elements to correlate with the new web changes. Additionally, I was able to research and pitch to Tealeaves executive on brand strategy to further develop their company and their creative internship program.

CREATIVE INTERN AT DOSSIER CREATIVE
MAY - DECEMBER 2013

During my time at Dossier Creative, I was able to produce a series of video shorts, brand identities and research presentations for a variety of different self-managed clients. This included preparing and communicating detailed budgets, time lines and proposals. Additionally, I was provided the opportunity to design the identity and online presence for Dossier's business and design internship program, the Railyard Collaboration Lab.

SCHOOL INVOLVEMENT

EDITOR-IN-CHIEF & COFOUNDER AT THE EXECUTIVE MAGAZINE
FEBRUARY 2012 - APRIL 2013

Responsible for the creation, vision and production for Beedie School of Business' undergraduate magazine. During it's first year of operation, I developed brand strategies and established relationships with faculty, students clubs and industry professionals. This was an incredible experience with an opportunity to learn to train, manage and develop a team of writers, editors, designers and photographers.

MENTOR AT SCHOOL OF INTERACTIVE ARTS + TECHNOLOGY
NOVEMBER 2012 - PRESENT

Mentored a small team of ten second-year design students for the Seattle Spatial Design Charrette. Being selected to be a part of the mentoring team, this was a rewarding opportunity to aid and support younger students with design and urbanism concepts.

SCHOOL & ACCOMPLISHMENTS

JOINT DESIGN & MARKETING MAJOR AT SIMON FRASER UNIVERSITY
INTERACTIVE ARTS + TECHNOLOGY & BUSINESS

Currently in my fourth year, I have most recently received the CampusPerk's Community Media Award, an award in which recognizes a Canadian student for their impact in the community through media and design.