TAYLER MCINTOSH
CONTENT DESIGNER

Seattle, WA | 607-349-9550 | <u>Email</u> | <u>LinkedIn</u> | <u>Portfolio</u>

Experience

Content Designer – Expedia Group via Revel Consulting
Jan 2023 - Present

• Lead content strategy for affiliate program performance/dashboard pages and new Creator Toolbox feature on desktop, mobile, and Expedia travel app—implementing regular and necessary design revisions aligned with user research findings and business objectives
• Adhere to Expedia Group brand guidelines, ensuring to maintain voice/tone standards and incorporating value propositions across product experience with goal of boosting user engagement
• Orchestrated regular communication with Legal team and established ongoing cadence of weekly syncs between Legal and Content, ensuring prompt feedback on legal-specific copy for affiliate initiatives
• Facilitated workshop for Revel Consulting XD team, spotlighting advantages of content design emphasis in UX and outlining core responsibilities associated with Content Designer role

UX Design Student – Google UX Design Certificate via Coursera
Nov 2021 - Sep 2022

• Designed end-to-end mobile app by creating low/high-fidelity wireframes, user flows, mockups, and prototypes that allowed stakeholders to best visualize concepts at each stage of design process, and wrote clear and concise WCAG-compliant copy to help guide users' actions
• Conducted user interviews, usability studies, and thorough research to understand user needs and best inform design choices
• Iterated on designs based on user feedback, and crafted detailed <u>case study</u> showcasing insights and design process

SEO Manager – Scorpion
Mar 2021 - Apr 2022

• Developed and completed contracted monthly SEO strategies for 7 nationwide brands, while performing analysis of each client's current site
• Audited and provided clients with monthly reporting metrics to track website progress as direct result of monthly SEO strategies
• Executed regular keyword research, on-page optimizations, content strategy, internal linking, local SEO awareness, increased website relevancy, enhanced user experience, improved conversion rates, and pursued off-site linking opportunities
• Collaborated with SEO, content, and marketing teams to ensure timely implementation of content requests, client inquiries, and site changes

SEO Analyst – Art Unlimited
Sep 2020 - Mar 2021

• Performed monthly maintenance tasks to enhance visibility, organic search performance, and increase conversion rates for multiple clients
• Led initiative to test and establish link-building strategy for SEO team to implement in future campaigns
• Developed website strategies and translated qualitative or anecdotal data into SEO recommendations and tactics

Blogger – SincerelyTaylerLee.com/Self
Jan 2018 - Jan 2020

• Conducted market research to produce and turn out relevant content, including website copy, headers, and metadata, while utilizing SEO best practices to optimize organic search results
• Oversaw content strategy, social media exposure, content promotion, and brand awareness
• Identified opportunities to enhance website user experience by implementing UX principles and rules of information architecture

Skills & Competencies

User Experience: Content Design, Content Strategy, UX Writing, Design Thinking, Personas, Style Guides, User Flows, Journey Mapping, Wireframes, Prototypes, Information Architecture, Figma, Usability Testing, Accessibility, Empathy

Search Engine Optimization: Google Analytics, Search Console, Ahrefs, SEMRush, Screaming Frog, Basic HTML/CSS, Keyword Research

Education

University of Central Florida
B.A. Writing and Rhetoric - Minor in Journalism Studies, Aug 2020

Certifications

• Google UX Design Certificates 1-5
• Google Analytics