

Caylee Farndon-Taylor

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A self-taught UX designer with more than eight years experience working in technology, media and the third sector. I have led on both mobile and web applications from the discovery stage through to final workflows and products. I am happy leading teams, designing experiences, planning research, running workshops, and solving complex problems.

EMPLOYMENT:

Shelter | Lead UX Designer
July 2019 - July 2021

I led an eight-person team of UX Designers, Service Designers and Researchers at Shelter; a UK charity trying to end homelessness and bad housing. This meant building a UX community of practice, creating a design system and leading the UX for a multi-channel national rebrand.

As part of the senior leadership team I was also responsible for defining what was important for digital; from rethinking our UX work processes, to securing funding and resource to improve accessibility.

BBC | Senior UX Designer
July 2017 - June 2019

As Senior UX Designer in the Systems and Service Design team I led on video products and workflows for all internal tools and systems. This meant doing extensive research into the workflows of journalists and video editors across BBC News and Sport, and designing tools and services to help them create content.

- Co-established the first internal design system for all tools and services
- Selected to take part in a cross-functional focus group reviewing and providing strategic direction on BBC-wide video workflows and tools

Pariti | Mobile Product Designer
April 2015 - June 2017

Heading up the Product Design at Pariti, I designed the iOS and Android apps from scratch. My work as employee number one meant leading all UX design and research, from staging diary tests and qualitative interviews, to making strategy recommendations based on those learnings.

- iOS app featured as best new app in the App Store
- Users increased from 0 to 200k
- Helped secure funding from investors including Index and JamJar Investments

Busuu | Product Designer
July 2013 - January 2015

Designing for Busuu's 50 million online language learners meant redesigning Busuu's web and mobile platforms and re-shaping the culture and processes to make it more design-led. I was personally responsible for creating the Busuu styleguide and pattern library.

- iOS app and Android apps featured as best new educational apps
- 70% increase in sign ups after landing page redesign

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OTHER EMPLOYMENT:

Web design + development
January 2012 - July 2013

Freelance web designer and developer for several clients including You, Me and Everyone, Loughborough University, Mute Records and Vividise. Developed websites using Photoshop, HTML and CSS, PHP.

EDUCATION:

BA (Hons) Fine Art | 2:1
Loughborough University
2007 - 2011

Modules included; Fine Art critical practice, Professional and Business Practise, Art History and 20th Century Art Theory. Received a 1st for my dissertation: 'Does Relational Aesthetic theory inhibit the political potential of artworks?' Elected Vice Chair of the Final Show committee. Designed and published the Loughborough University Fine Art Catalogue 2011

**BTEC Foreign Studies |
German Erasmus Placement**
Fachhochschule Schwäbisch
Hall 2009 - 2010

Modules included; Publication Design, Animation, Web-design, Typography. Designed and produced a major University publication which documented the Design school's work for that year

**BTEC Art and Design
Foundation Studies | Merit**
UCCA 2006 - 2007

Modules included; Photography, 3D Design, Graphic Design, Fashion, Critical Practice

**Wrotham Secondary School
and Sixth Form**
1999 - 2006

A Levels included; Art and Design (A), Drama and Theatre Studies (B), English Literature (B). GCSEs included; Art and Design (A*), Drama and Theatre Studies (A*), French (B), Science Double (BB), Maths (B), English Language (B), English Literature (C)

CORE-SKILLS:

- *Interaction Design*
- *Service Design*
- *User Research*
- *HTML + CSS*
- *Facilitation*

OTHER INTERESTS:

I am the proud co-founder of the Chin Up Collective; a not-for-profit organisation designed to help support young creatives by showcasing their work at our bi-annual arts event. I also do a lot of voluntary work to showcase and celebrate the work being done by women in tech, and had the privilege of co-running GeekGirl Meetup from 2015 - 2018. Key milestones included curating the speakers for our 2017 conference on 'Technology and Ethics in a Brave New World', getting sponsorship from Apple, Spotify and Stripe (among others) and being interviewed and featured by Elle magazine.

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