⌖ San Francisco
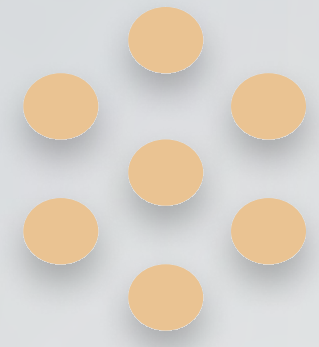
Hi, I'm Taylor Speed.
A product designer focused on creating *human-centric* designs for frictionless digital experiences.

Ataraxy

A device that deliveres self care via sensory stimulation

Smarter Health

Informed decisions. Better outcomes. Your way.

LinkedIn Learning

Onboarding reimagined for ongoing and first time learners

Sensory Seasoning

The perception of flavor is more stimulating than sex

Part 02

Case Studies

CASE STUDY 01

Ataraxy | 2021

MY ROLE

3D Designer

DURATION

2 Months

Ataraxy

Timeline	Role	Team	Tools	Type
October 2021 – December 2021	3D Designer Research	Crossfunctional	Fusion 360 Figma	Hardware

Mental solace at your finger tips

In light of the decline in mental health in post pandemic America, we developed a fully functional device that responds to the growing need for empathetic intervention.
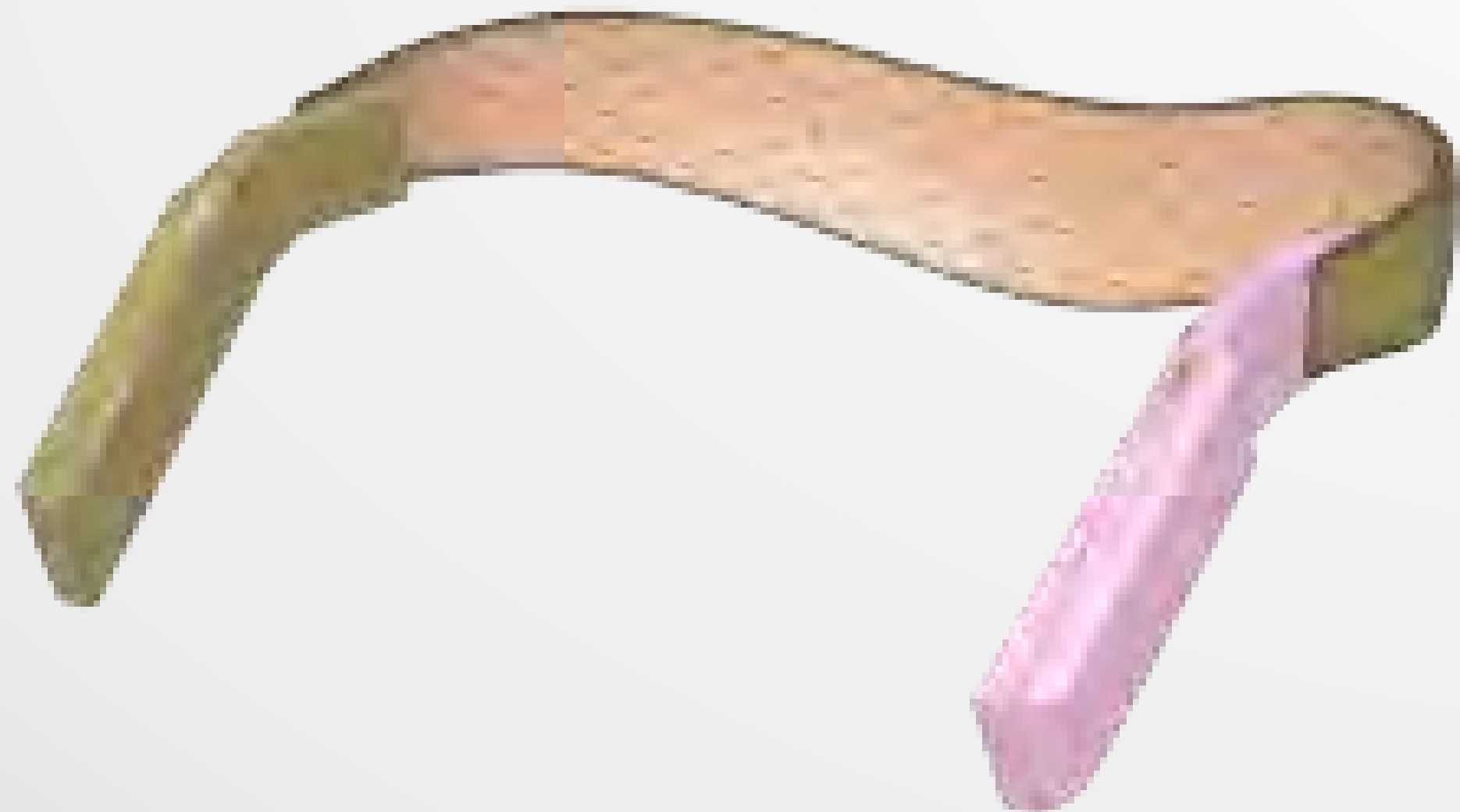
NEED FINDING

Since 2020, our mental capacity for survival has been left fatigued and weary. The response to the need for tools to combat the decline in mental wellness has been a widespread boom in Telehealth services. However, the systemic inequities that have prevented people from accessing this technology continue to persist today.
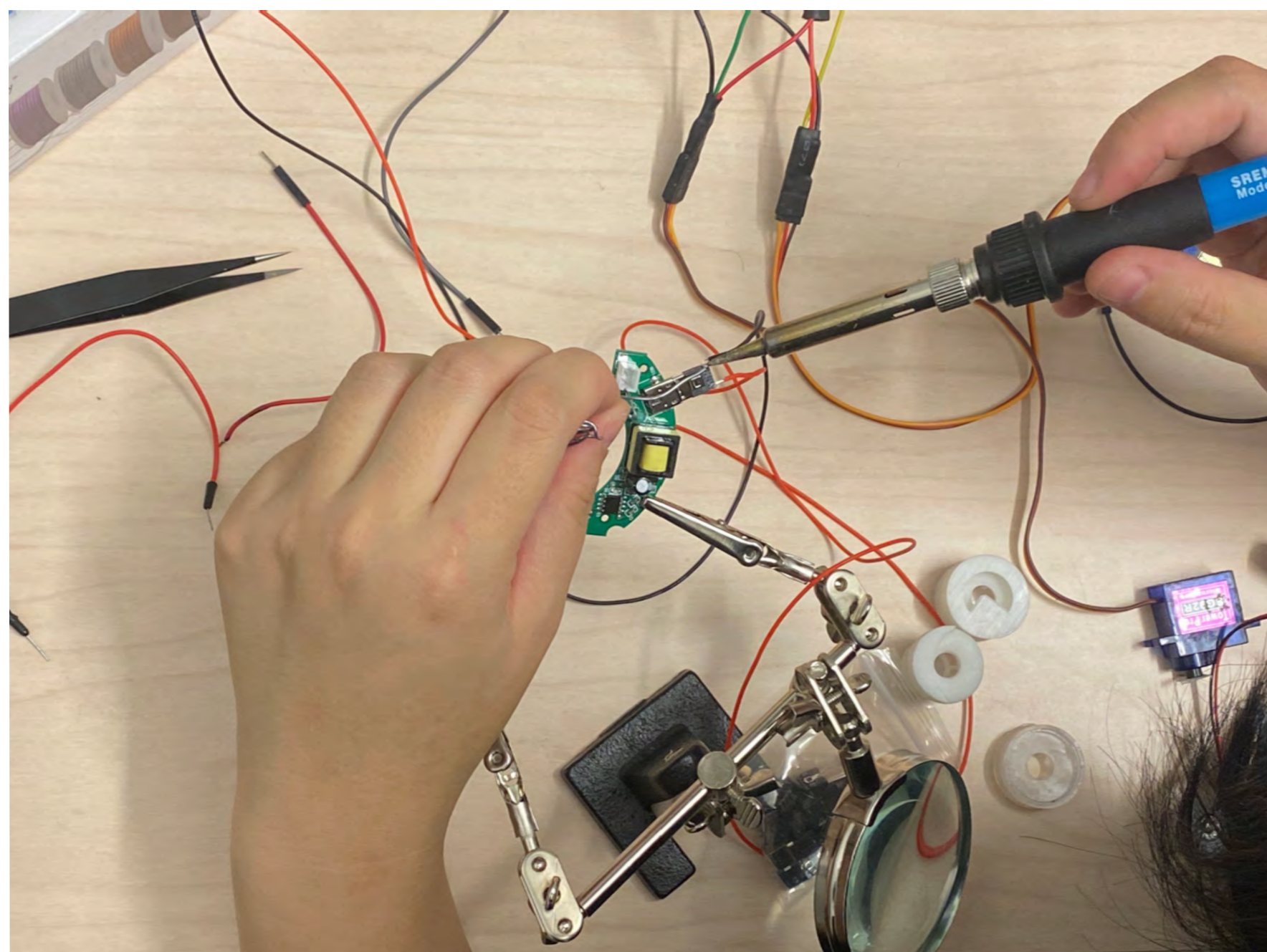
01

02

ASSEMBLING THE PUZZLE

In order for each component to harmonize
with our objective, we assembled and
tested each element.

SCENT

8 holes were added for scented oil emission

SOUND

Sounds of nature are avaible via a internal mini speaker

TEMPERATURE CONTROL

Users can control the their body temperature through
a servo motor
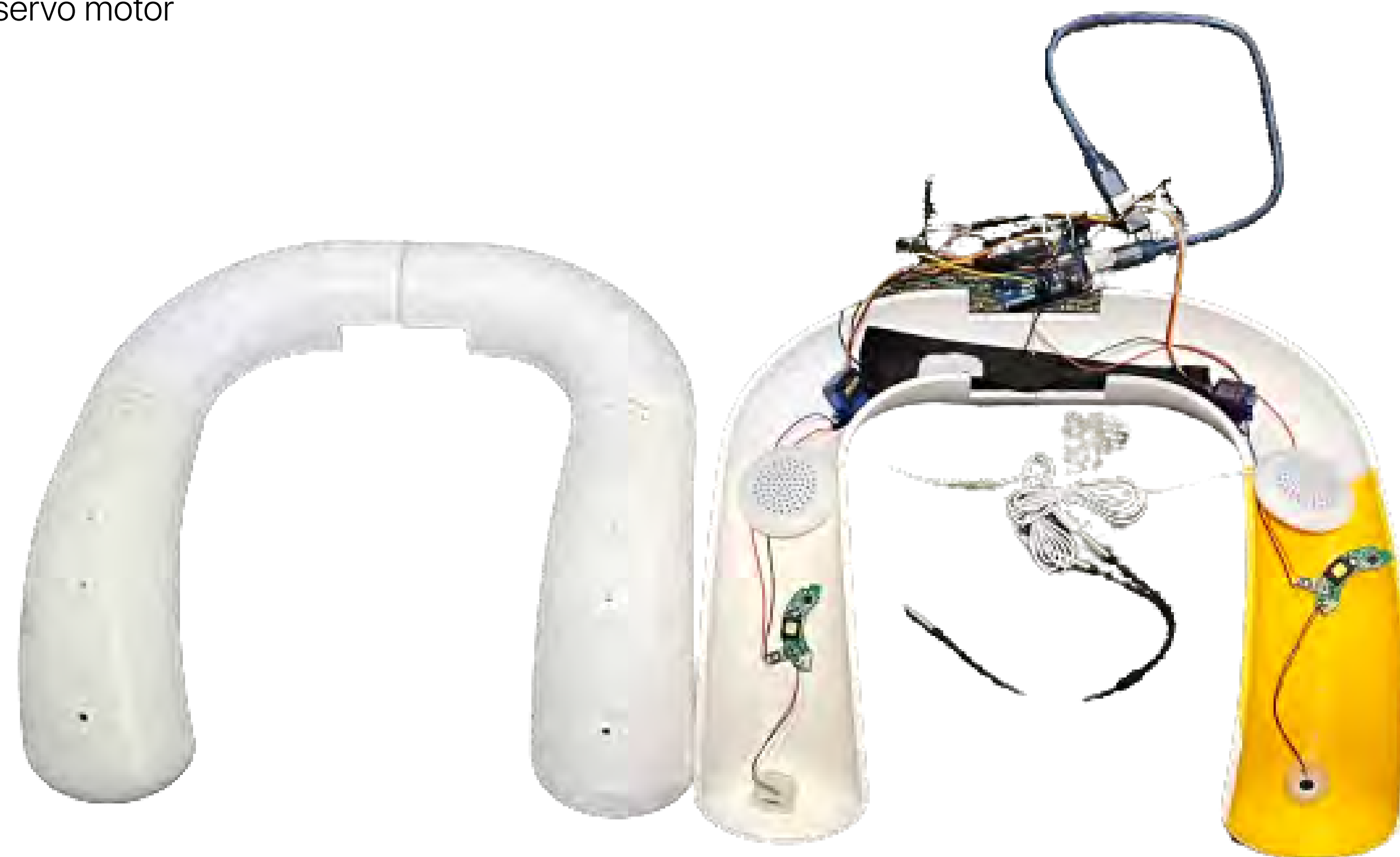
Ataraxy ⠿

practice self care anywhere

When unaddressed, daily stresses can impact us on a neurological level. The effects can manifest themself through Depression, Anxiety, stress, and many more.

Care management has never been more accessible. With our wearable device, relief is delivered through tranquil aromas, pressurized thermal pads, and serene sounds. All of which are controlled by you through our complimentary app.
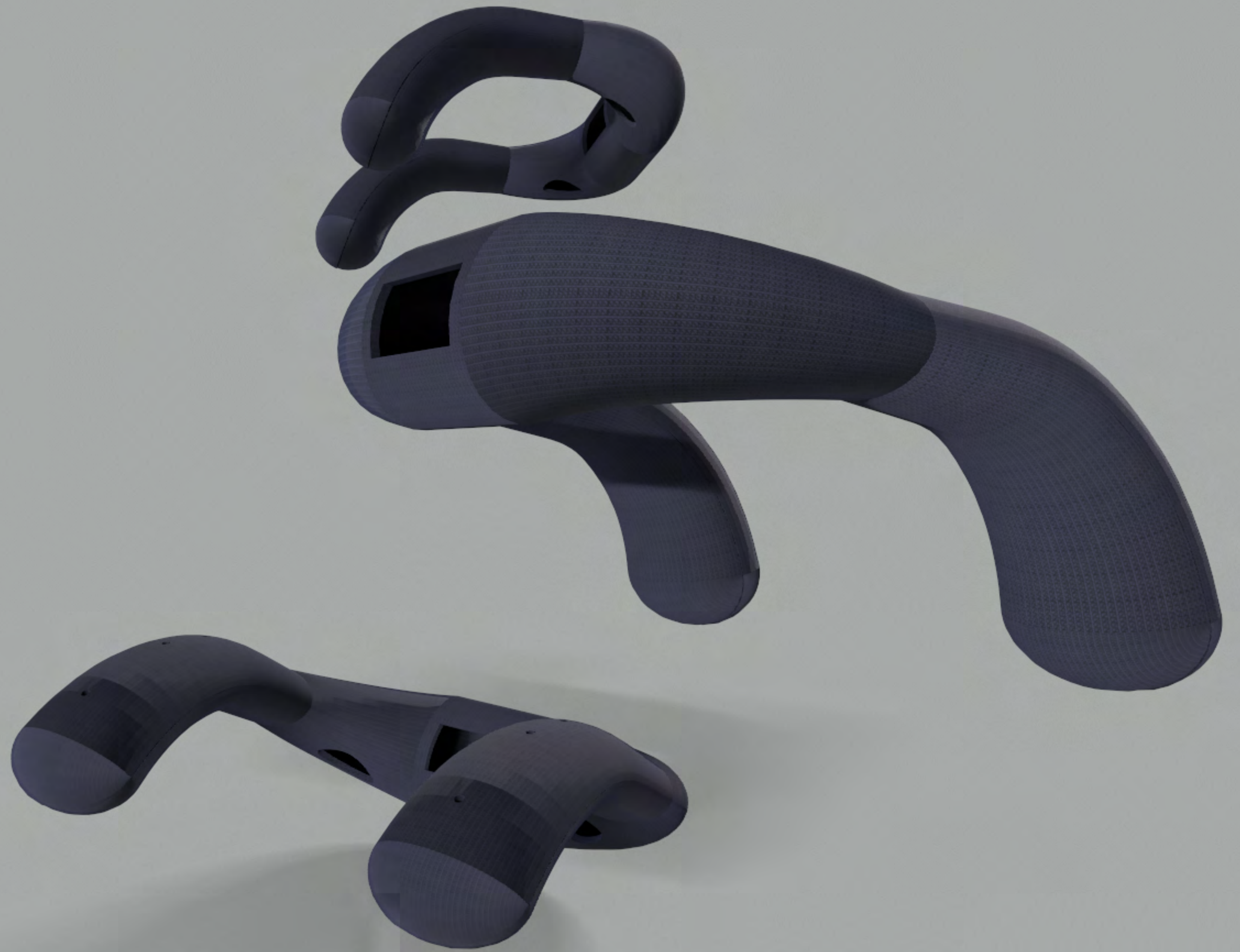
Smarter Health | 2021

MY ROLE

Developer

DURATION

3 Months

Smarter Health

Timeline
March 2022 –
May 2021

Role
Developer

Team
Crossfunctional

Tools
Python

Raspberry Pi3

Type
Hardware

Healthcare made accessible

With digitization at the forefront of modern-day health, many concerns arise with the accessibility of these technologies. Covid-19 has only exacerbated the strained relationship between disadvantaged communities and quality healthcare. How might we remedy this problem?
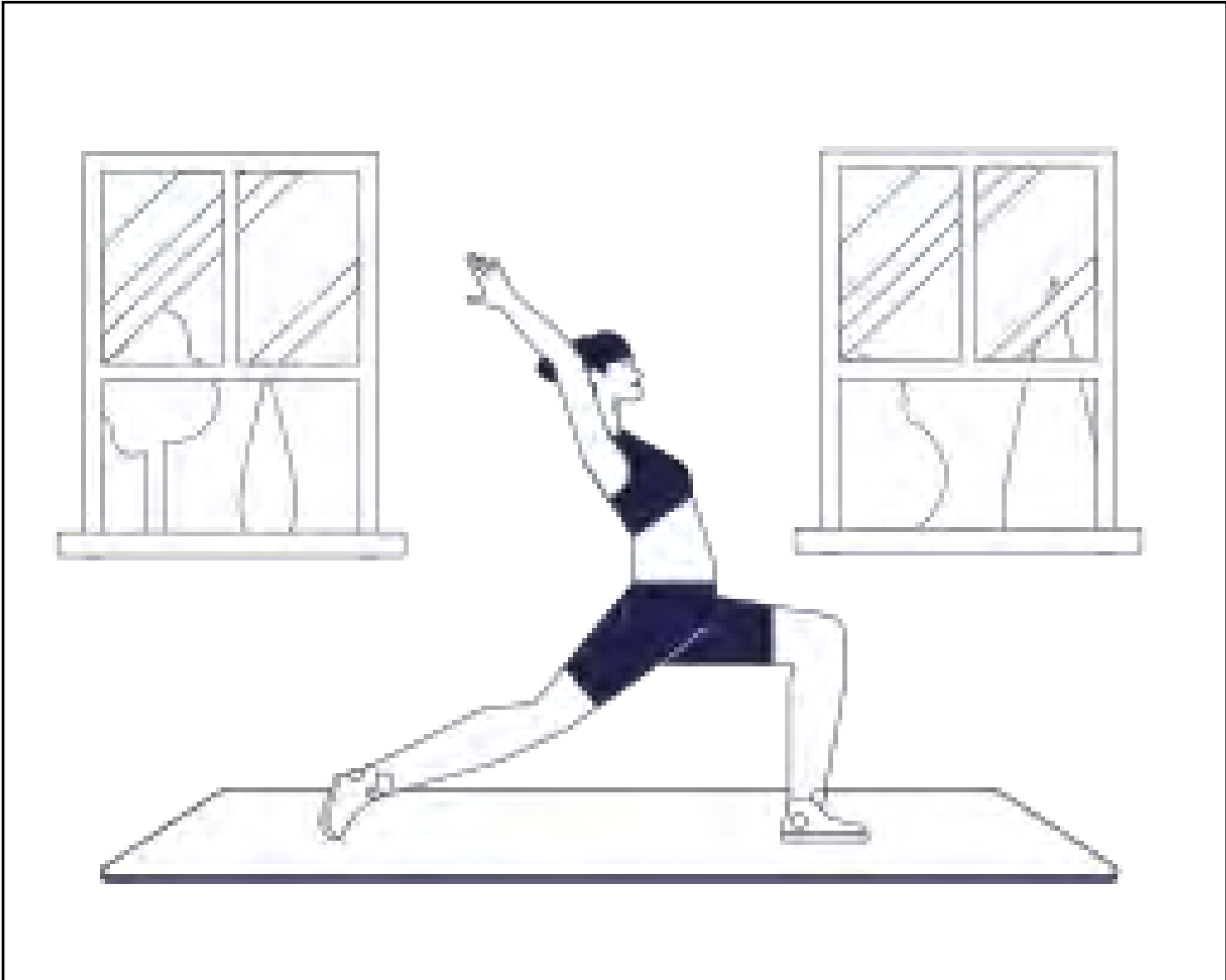
SPEAKING WITH INDUSTRY LEADERS

"Healthcare does **not** come in **one size fits all**"

"In the future, we would want to move towards a more **passive** kind of **monitoring.** Imagine a way to collect a patient's data through the bite of an apple. Something that doesn't require them to do much"

"There's a lot I think healthcare can learn from the technology and vice versa. The intersection of these two industries can enhance **inclusive experiences.**"

Charvi Shetty

Self-adjusting lenses
Glass lenses that intuitively adjust their power based on the user's gradual change in sight

Biometric monitoring wearable

A wearable item of clothing that allows users to track their biometric information (ie. resting heart rate, respiratory rate) in real-time.

DEFINING THE SOLUTION

I needed to identify the nuances that drove learner reasoning for using the platform. I dove deeper.

SMART HEALTH MIRROR

The concept

After experimenting with several avenues of design from speculative to practical, I concluded on a device that provides patients access to daily health management through passive monitoring. It would allow users to be involved in the preventative, maintenance, and identification stages of their mental and physical wellbeing using the device.
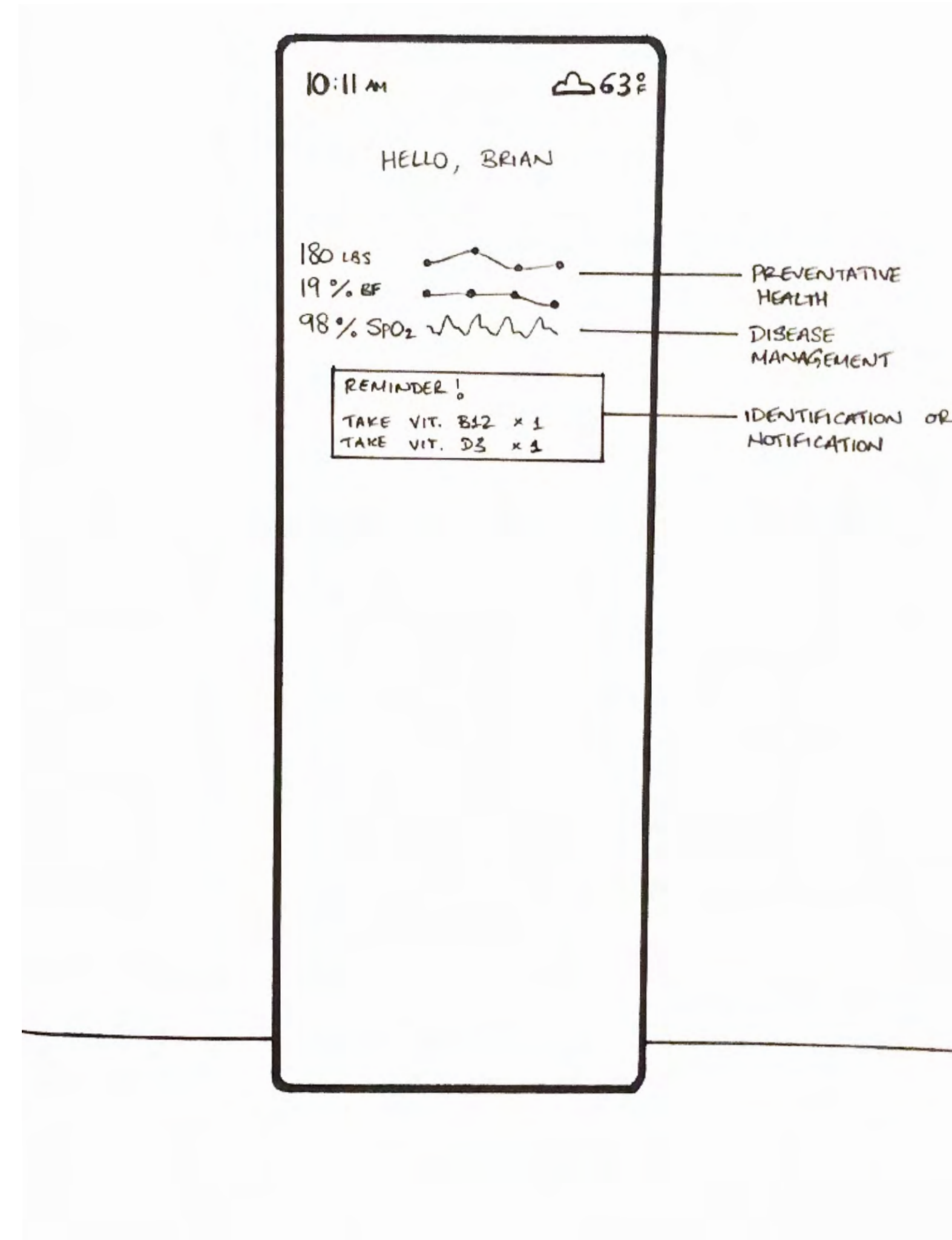
THE SOLUTION

SMARTER HEALTH MIRROR

Users can track fluctuations in their weight, body fat percentage, skeletal muscle, and bone density for preventative care. The device allows them to monitor chronic conditions such as their respiratory rate, glucose levels, or eye prescription in real-time. The device also notifies the user to take medication and supplements.

CASE STUDY 03

LinkedIn Onboarding | 2022

MY ROLE / INTERN

Product Designer

DURATION

4 Months

ABBREVIATED DUE TO NDA
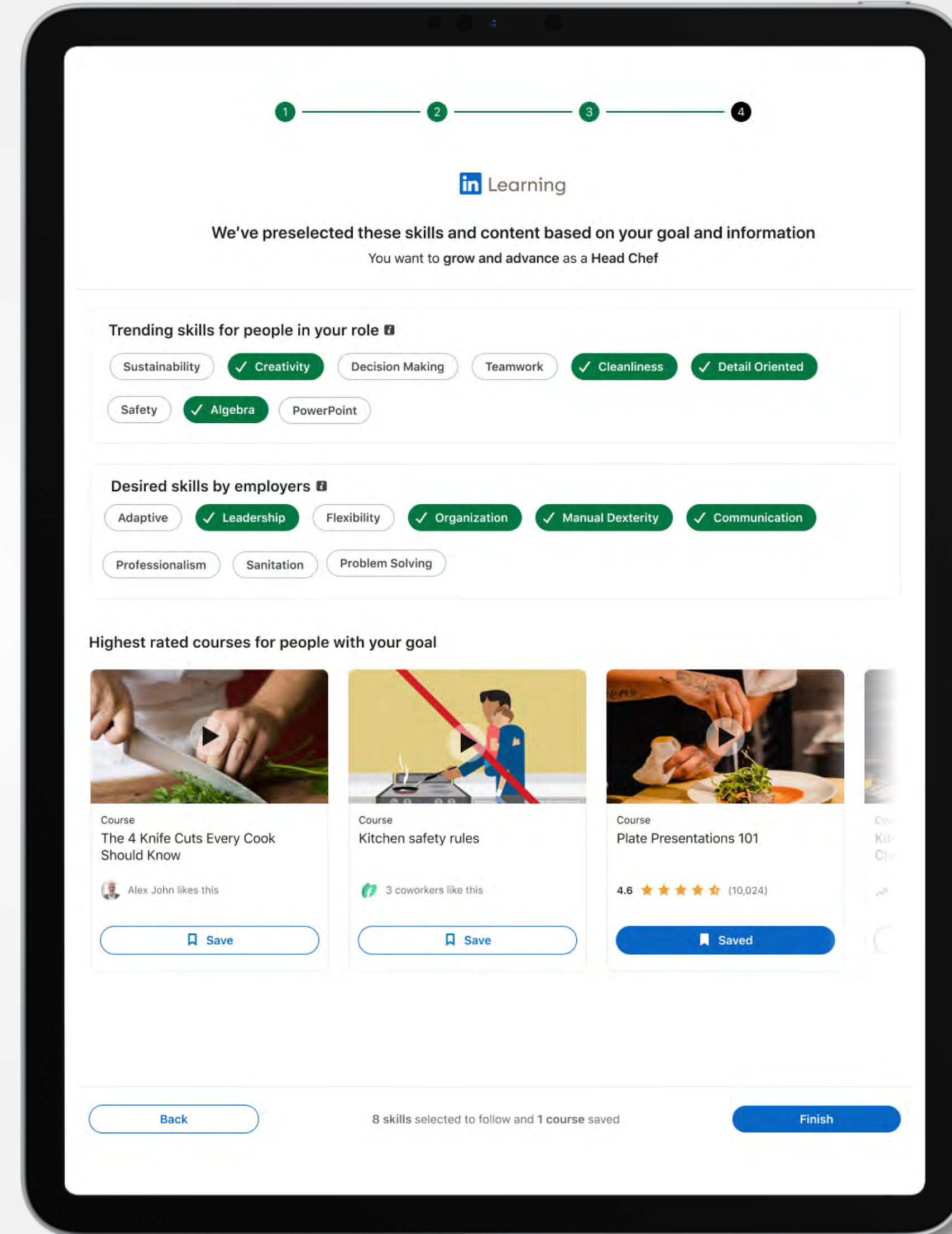
LinkedIn Onboarding

Timeline
June 2022 -
September 2022

Role
Product Design

Research

Team
Single

Tools
Figma

Airtable

Type
Multisurface

Website

Redesign

Modernizing the learner onboarding flow

LinkedIn Learning is an on-demand library covering today's in-demand skills. With education being universally beneficial, LinkedIn Learning caters to a diverse aray of demographics.

I was tasked to redesign the onboarding flow based on research and analytics to showcase new features, drive engagement and increase retention rates.

Learn more ›

How do we deliver value *directly* from onboarding and demonstrate how the platform can provide *continuous* value?

Why?

We want to set learners up for long term success.

CIRCUMSTANCES

I needed to identify the nuances that drove learner reasoning for using the platform. I dove deeper.

MOTIVATIONS

Why is someone learning?

Short term goal (solve one problem)

Unsure of goal (desires change but lacks a specific direction)

Long term concrete goal (promotion)

Ongoing goal (grow in my career, build learning habits)

TIME

How much time and focus is someone willing to commit?

Will make time (set time-based goals, block off days)

During downtime (commute, between meetings)

DISCRETION

Do they want learning to be private or public?

Desires anonymity (wants privacy while learning because it's a weakness and they're embarassed, seeking a new career unrelated to their current job)

Seeks external validation (to stand out to employers, outperform peers, appear competent)

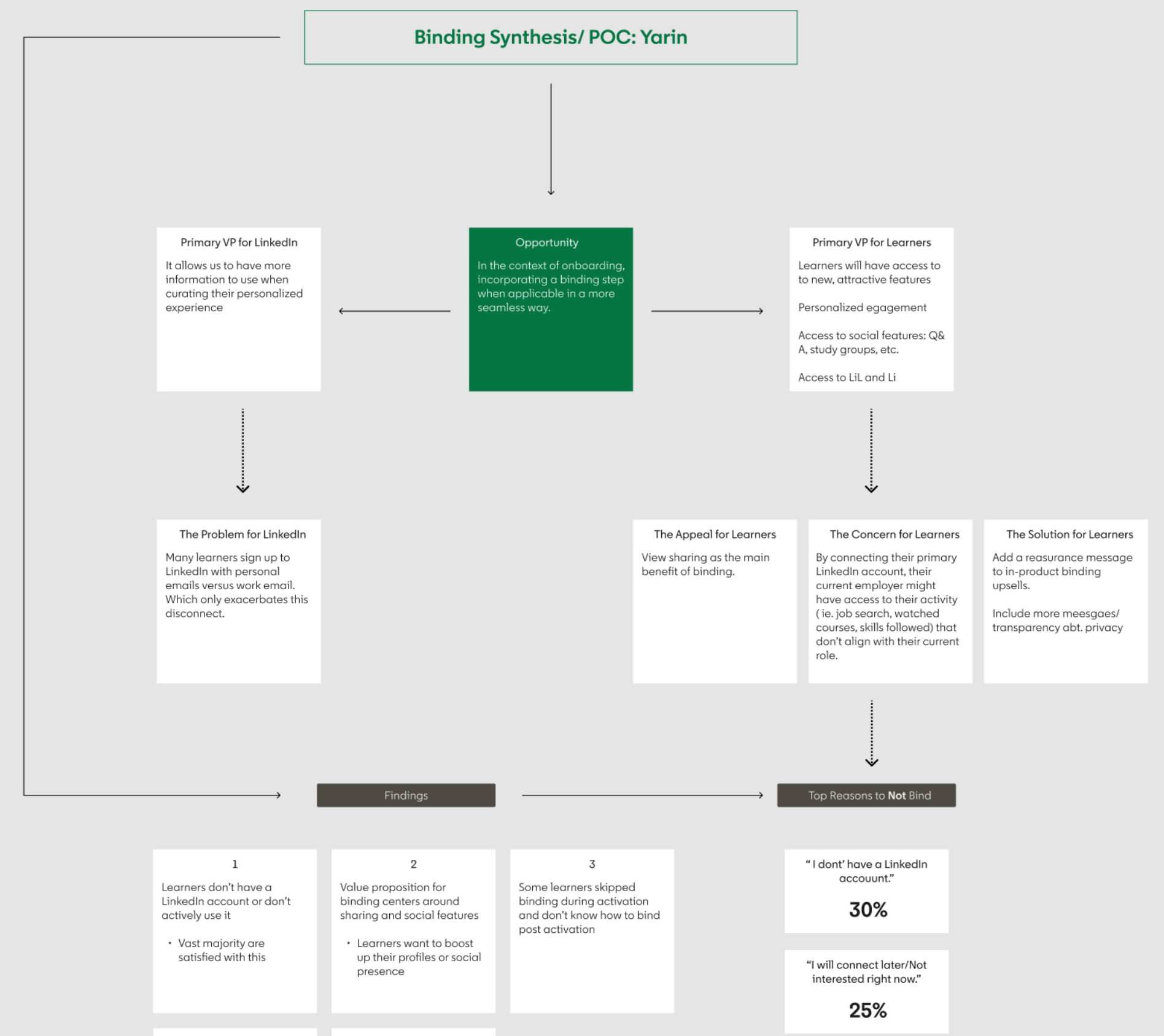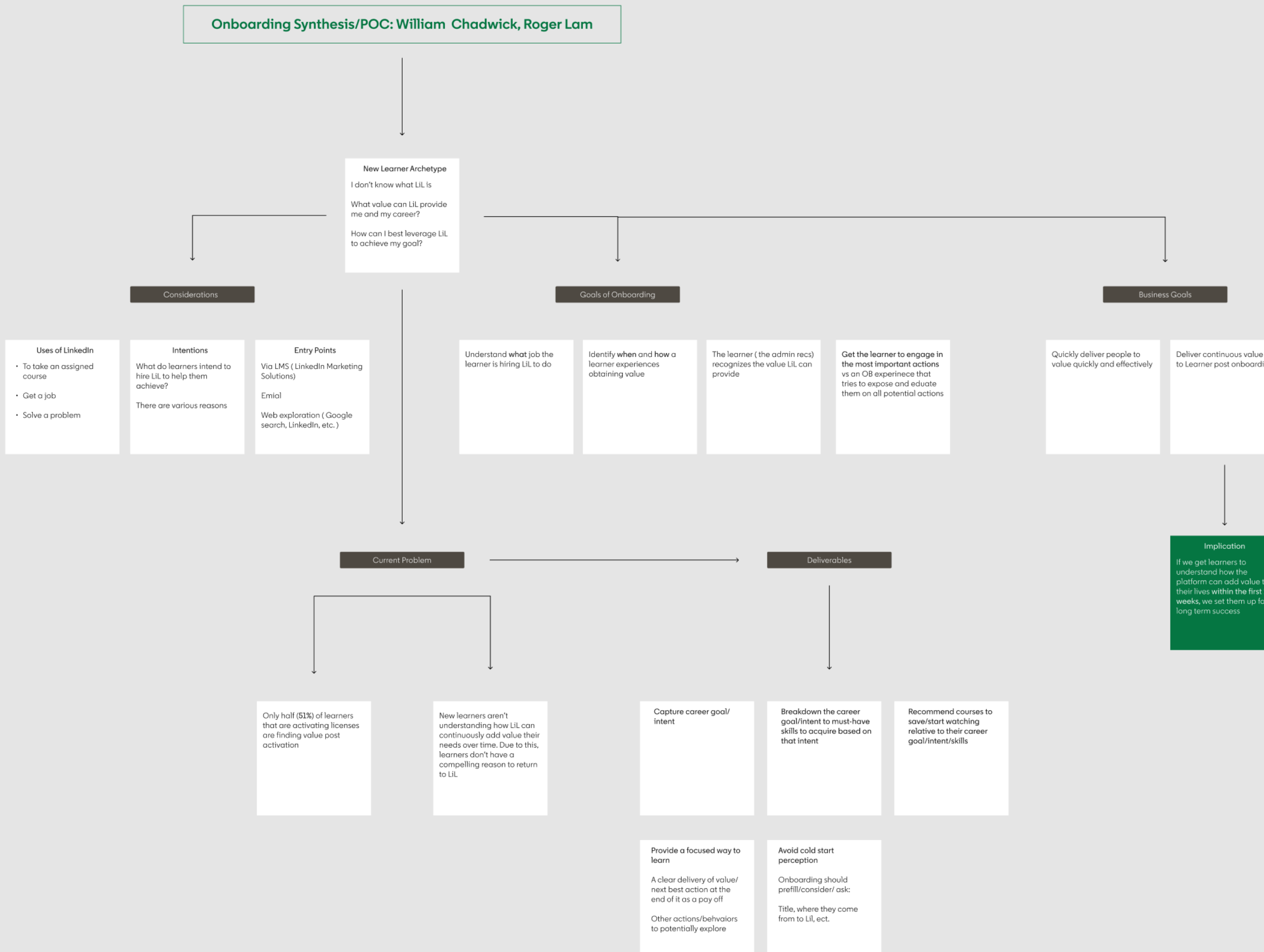# AFFINITY MAPPING

By mapping out the plethora of information, I identified the solution opportunity between the intersections of jobs and circumstances.

Onboarding Synthesis/POC: William Chadwick, Roger Lam

New Learner Archetype

I don't know what LiL is

What value can LiL provide me and my career?

How can I best leverage LiL to achieve my goal?

Considerations

Uses of LinkedIn
- To take an assigned course
- Get a job
- Solve a problem

Intentions
What do learners intend to hire LiL to help them achieve?

There are various reasons

Entry Points
Via LMS (LinkedIn Marketing Solutions)

Email

Web exploration (Google search, LinkedIn, etc.)

Goals of Onboarding

Understand **what** job the learner is hiring LiL to do

Identify **when** and **how** a learner experiences obtaining value

The learner (the admin recs) recognizes the value LiL can provide

Get the learner to engage in the most important actions vs an OB experience that tries to expose and eduate them on all potential actions

Business Goals

Quickly deliver people to value quickly and effectively

Deliver continuous value to Learner post onboarding

Implication
If we get learners to understand how the platform can add value to their lives **within the first 2 weeks**, we set them up for long term success

Current Problem

Only half (51%) of learners that are activating licenses are finding value post activation

New learners aren't understanding how LiL can continuously add value their needs over time. Due to this, learners don't have a compelling reason to return to LiL.

Deliverables

Capture career goal/intent

Breakdown the career goal/intent to must-have skills to acquire based on that intent

Recommend courses to save/start watching relative to their career goal/intent/skills

Provide a focused way to learn

A clear delivery of value/ next best action at the end of it as a pay off

Other actions/behvaiors to potentially explore

Avoid cold start perception

Onboarding should prefill/consider/ ask:

Title, where they come from to LiL, ect.

Binding Synthesis/ POC: Yarin

Primary VP for LinkedIn
It allows us to have more information to use when curating their personalized experience

Opportunity
In the context of onboarding, Incorporating a binding step when applicable in a more seamless way.

Primary VP for Learners
Learners will have access to new, attractive features

Personalized egagement

Access to social features: Q& A, study groups, etc.

Access to LiL and Li

The Problem for LinkedIn
Many learners sign up to LinkedIn with personal emails versus work email. Which only exacerbates this disconnect.

The Appeal for Learners
View sharing as the main benefit of binding.

The Concern for Learners
By connecting their primary LinkedIn account, their current employer might have access to their activity (ie. job search, watched courses, skills followed) that don't align with their current role.

The Solution for Learners
Add a reasurance message to in-product binding upsells.

Include more meesgaes/ transparency abt. privacy

Findings

1
Learners don't have a LinkedIn account or don't actively use it
- Vast majority are satisfied with this

2
Value proposition for binding centers around sharing and social features
- Learners want to boost up their profiles or social presence

3
Some learners skipped binding during activation and don't know how to bind post activation

4

5

Top Reasons to Not Bind

" I dont' have a LinkedIn account."

30%

"I will connect later/Not interested right now."

25%

Career Intent Captured

By having learners state their motivations early on, we save prescious time guessing later on.

Despite the majority of learners falling into option 1 & 2, option 3 lightens the pressure of having to decide immediately. We aim to embrace the diversity of career pursuits.

Your Community Awaits

The courses recommended are tailored to learner career intent. For the individuals who require a little more assurance, we've added social proofing features that indicate who in their network also enjoys the content.

This again, instills greater trust within our user base. Additionally, this will encourage learners to confidently engage with similar, new social features on the platform.
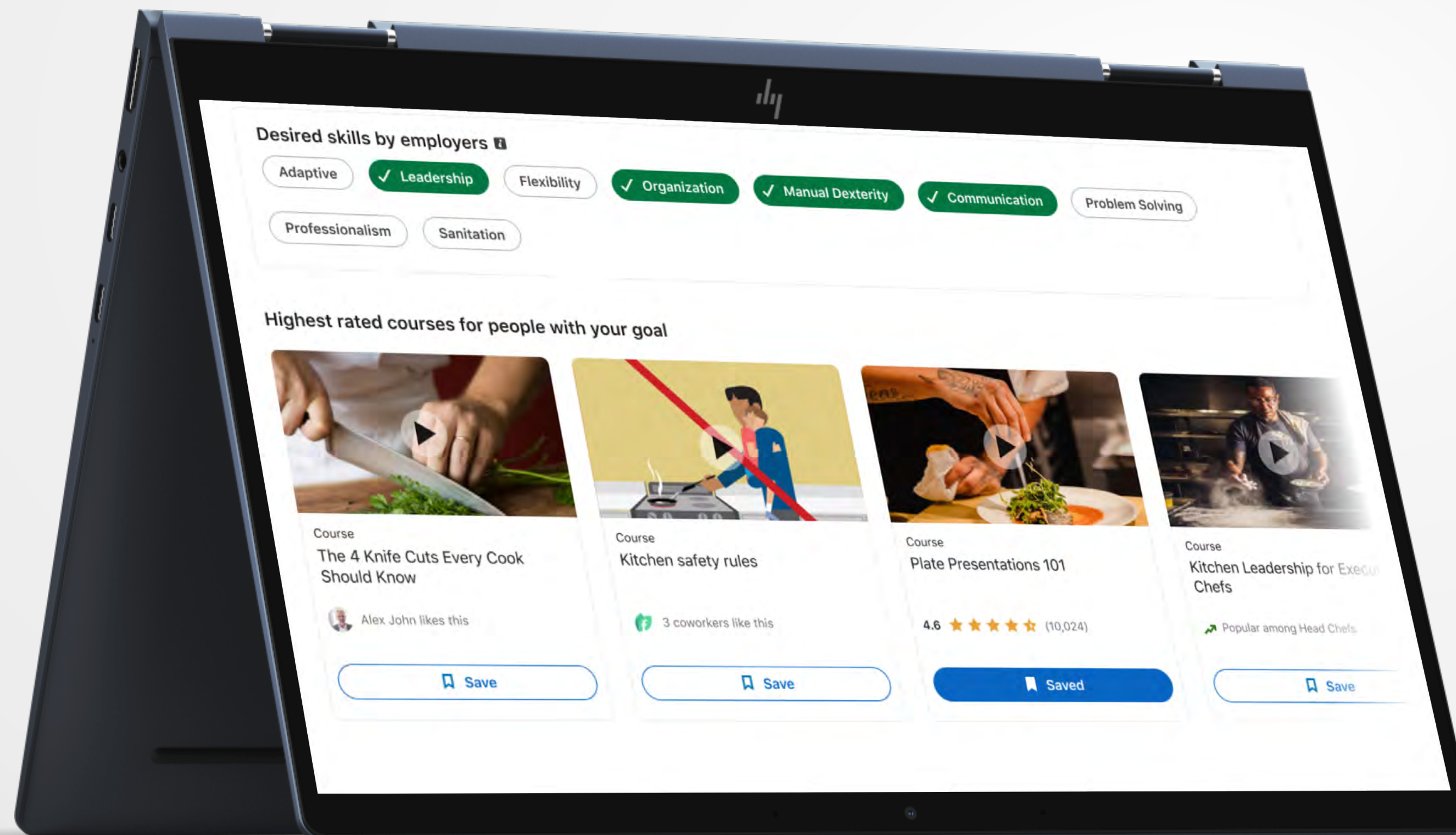
Sensory Seasoning | 2022

MY ROLE

Designer

DURATION

5 Months

Sensory Seasoning

Timeline
August 2022 –
December 2021

Role
Designer

Team
Single

Tools
Fusion 360

Mixed Material

Raspberry Pi3

Type
Mixed Media

Exploring the subtle players of persuasion

By way of celebratory design, the foundation of this thesis is to enhance the richness of dining through a combination of sensory stimulation and perception.

While sight, touch, taste, olfaction, and audition play a fundamental role, some **subtle players** mold our experience to an even greater extent.

NEED FINDING

Where there is pleasure, there is persuasion. The most intriguing factor is food perception's transformative effect on our mind. Today, one of the most mundane – but profound – influences on mental health and behavior emerging is food and nutrition.

A lack of access to food that is as equally nutritious as it is flavorful greatly impacts our state of mind, our choices, and behavior going forward. There is an increasing number of mulisensory digital technologies being developed to stimulate and study our chemical senses. A wide range of research has been dedicated to applying augmented reality within interactions with food.

ANSWERING QUESTIONS

Each experiment was designed to respond to different paths of thought. One experiment was created to test the significance of sight vs reality (ie. a spoonful of pale yogurt will be less sweet than a spoonful of highly saturated yogurt of the same sweetness). Whereas another experiment tested the influence of competing audio during mastication. I simultaneously deployed supplemental semi-structured interviews. Through the experiments observations were made, theories were answered, and literature was validated.
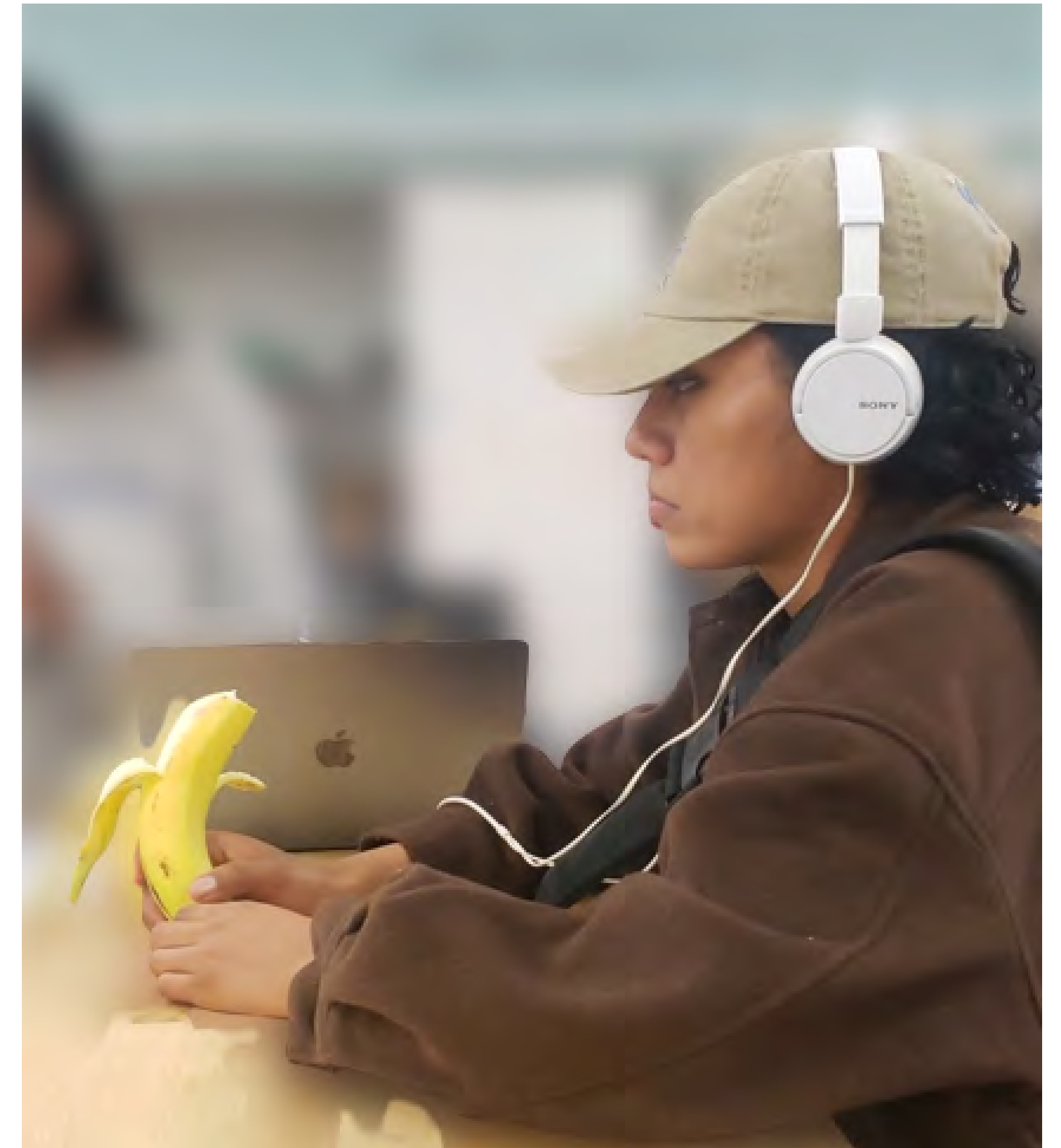
ITERATIONS
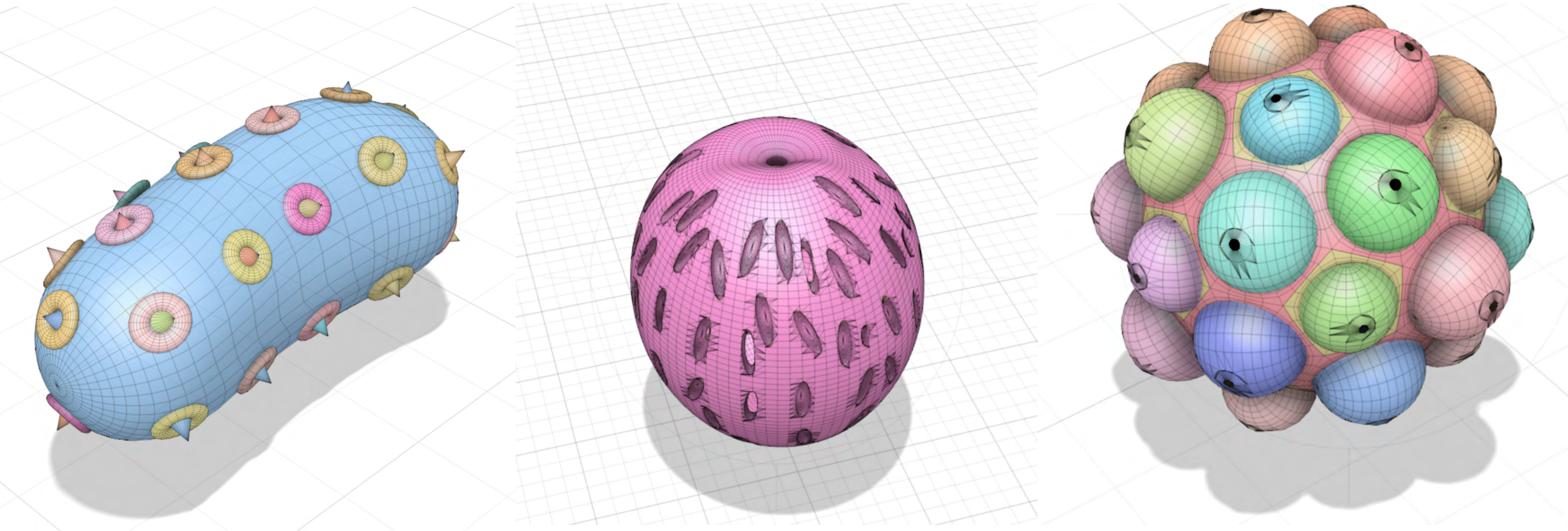
Sonic Touch is focused on this crossmodal experience; particularly concerning the harmony between tactility and sound. The structure of the outside of the piece is made of ultra-flexible silicone called Dragon Skin. Inspired by the natural ridges, creases, and folds of human skin, the visual surface invites a mixture of curiosity and aversion. Round in nature, humble in size, the viewer is incentivized to hold the 5.5 inch long, 3.2 inch high body. Sounds of mastication can be heard. The source of chewing is an embeded mini-Bluetooth-speaker.

ANATOMY

Silicone outter shell

Silicone inner shell

Bluetooth Speaker
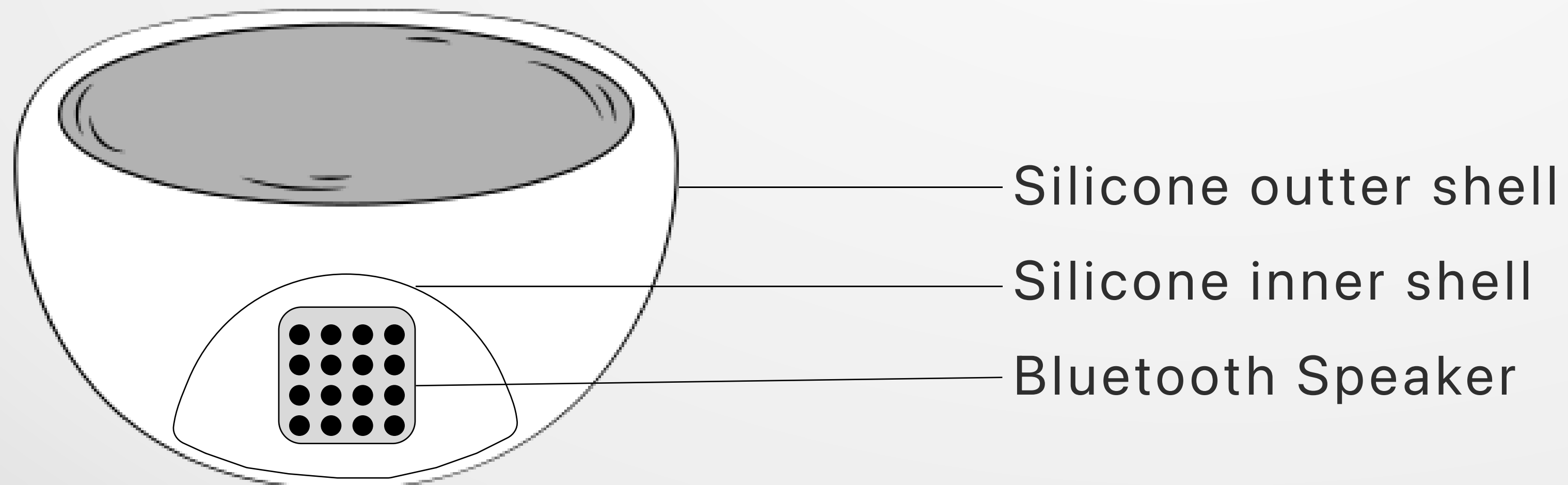
Echoic Fumes is made of three parts. Beginning with the head, we have a 2 inch enclosed stem-like neck that expands into a half circle. There are six 5mm holes traveling along the base to allow an exit for the fumes. From there, we reach the second half of the body. Made of cast cement, the bottom half closes the other half of the circular form with a flat bottom for stability. With no holes, this half conceals the source of the fumes. Gently pulling on the neck, the upper half of the body is lifted to reveal the miniature, battery-opperated smoke machine. Sitting at the inner base of the concrete body, the device is custom-made with a single cartridge holding 1 essential oil and on-off functionality. Pressing the on-button with the body fully assembled, vapors slowly exit the upper six holes.

CEMENTED RYE

Historically, bread has also been the source of great division. Wheat bread was often reserved for those of wealth and status. While Rye was left for the poor due to it's longer shelf life and accessibility. This historical reference combined with human psychology lead me to investigate if I could manipulate the mind into placing value on the historically devalued; Rye Bread.

Cemented Rye is made of white cement powder, construction-grade sand, and acrylic paint. Despite being made of cement, it resembles that of glazed marble. The form is a direct replication of a loaf of Rye bread with two separate slices and the butt. It is as weighty to the touch as it appears to the pocket. It does not attempt to fool the viewer into consuming it. Its presence is to illicit a subconscious conversation about classism and the perception of value.

Taylor Speed

Taylorspeed55@gmail.com ● (914)623-2242 ● San Francisco, CA

EDUCATION

University of California, Berkeley, Berkeley, CA   Expected Spring 2023
Master of Science in Design Engineering, Major GPA: **3.7**

Relevant Courses: Product Design Studio, Data X, Product Management, Designing Emerging
Technologies 1 and 2
Awards: Distinguished Scholar Award, Opportunity Grant

State University of New York, Purchase, Harrison, NY   Sept. 2014- May 2018
Bachelor of Fine Art in Visual Design, Cumulative GPA: **3.5**, Major GPA: **3.7**, Cum Laude

EXPERIENCE

LinkedIn Corporation, San Francisco CA   June 2022-Sept 2022
Product Designer | Intern
- Increased user engagement rates by redesigning LinkedIn Learning's onboarding experience
- Hosted an org-wide research and design showcase to foster community and inclusion

AccesSOS, San Francisco CA   Oct. 2021-Dec. 2021
Experience Designer | Contract
- Designed a streamlined experience to access mobile features that increased retention by 11%
- Collaborated with developers to convert the iOS mobile app to Android
- Redesigned visual identity to encourage consistent branding across multiple platforms

Bayview Opera House, San Francisco CA   Feb. 2020-Aug. 2020
Technical Designer | Intern
- Developed project plans to ensure quality standards were met with stakeholders
- Collaborated with project managers to review and update creative designs
- Generated digital mockups for bi-weekly design pitches

RSW Entertainment Group, Queens, NY   June 2018-Oct. 2018
Visual Designer | Intern
- Primarily collaborated with a cross-functional team to develop the updated visual branding on
  the company website
- Volunteered expertise to design visual assets for matinee performances

SKILLS

Tools | Figma, Sketch, Adobe Creative Suite, Autodesk Maya, Fusion 360, Unity
Development | Python
Hardware | Raspberry Pi

PROJECTS

Empathie Mobile app to provide self-guided mental wellness strategies for minorities | Link
- Designed, developed, and tested the digital end-to-end product
- **Microsoft's Hack for Mental Health Award (Winner)** at ELC Hackathon 2021