

Taylor Cottrell

Designer & Developer

Experience

Design Practice

August 2023 –
Current

Group Art Supervisor @ Area 23
New York, NY

GSK · BLENREP

Creative concepting and execution for the HCP business during launch. Working regularly with designers, UX, developers and mentoring juniors.

Cross-platform designer who is passionate about the intersection of new technologies and intuitive design. My practice focuses on necessity, form and emotion. When I'm not designing, I'm writing code or running outside.

January 2023 –
August 2023

Group Art Supervisor @ CDM New York
New York, NY

Sotatercept · Merck

Creative concepting and execution for the HCP business globally. Working regularly with designers, UX, developers and mentoring juniors.

Working on consecutive pharmaceutical launches in other categories while working in parallel on SOTA.

Education

Ongoing

Coursera

Google UX Design Certificate

Coursera

Blockchain Specialization

Udemy

Next.js & React, The Complete Guide

Udemy

Ethereum and Solidity: The Complete Developer's Guide

January 2023 –
Current

Lead iOS Developer @ Bandit Running
New York, NY

Digital Products

Lead developer on multiple digital product initiatives, including new product launch experience, web experience and The Program, the brands 16-week marathon training plan app.

Aug. 2014-
Nov. 2018

Clemson University
Clemson, SC

B.A. Graphic Communications

Wilbur O. and Ann Powers College of Business

December 2021 –
January 2023

Senior Art Director @ IPG Health
New York, NY

Shingrix US · GSK

Creative concepting and execution for the HCP business in the US. Working regularly with designers, UX, developers and mentoring juniors.

Ongentys · Neurocrine

Creative concepting and execution for the DTC and HCP business in the US. Working regularly with designers, UX, developers and mentoring juniors.

Awards

Experience Design & Tech Gold 2021 / Ex Awards Gold 2021 / Chief Marketer Top 200 Agencies 2021 / Chief Marketer Top 200 Agencies 2020 / Inc. 5000 List 2020 / Ex Awards Gold 2020 / Ex Awards Silver 2020 / Pro Awards Gold 2020 / Pro Awards Silver 2020 / Pro Awards Bronze 2020 / Experience Design & Tech Silver 2020 / Experience Design & Tech Bronze 2020 / Pro Awards Silver 2019 / Ex Awards Silver 2019

January 2019 –
October 2021

Art Director @ Factory360
New York, NY

Apple Pay, Partner Onboarding

Design lead for Merchant Onboarding and Reimbursement portal. Defined strategy and UX for streamlined intake and features for user delight.

Here Technologies, Virtual Conferences

Design lead for HERE Directions virtual conference. Defined strategy and UX for creating a modular streaming CMS with analytics tracking. 1500+ attendees, 72+ countries represented, 30+ speakers.

David Bowie, 75th Anniversary Pop Ups

Lead digital execution across custom 3D filters, event microsite, interactive QR content.

Skills

Design

User Experience, Interaction, Platform / Design Systems, Digital Product Strategy, UX Research Methods, Analyzing the 'why' behind data, Visual Design, Figma

Development

HTML, CSS, Javascript, React.js, Swift, Next.js, Web3.js, Solidity, Git

Contact

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have a good day.