

David C. Taylor

Product Design, Research, User Experience

A veteran designer and systems thinker, I work closely with Product and Engineering, delivering products that empower users to harness the power and promise of emergent technologies.

STRENGTHS

- 25 years in product design and research –15 cultivating high-performing teams in technical environments;
- Engaging partners across the org chart to understand their goals and drive consensus on strategy, scope, and execution;
- Expertise across all development stages: I inject user-centered methodology, tools, and practices to trigger breakthroughs.

CORE COMPETENCIES

Design & Research Leadership	Design Vision & Strategy	Growth & Success Metrics	Development Standards
Team Building & Maturing	User-Centered Design	Ethnography	Design Systems
Cross-Functional Collaboration	Customer Experience	Usability Testing	Component Kitting

EXPERIENCE

Director of User Experience | ZS Associates | 2022–2023 Contract

Redesigned a clinical trial platform, establishing new standards for clinical reach, patient experience and data quality.

- Worked closely with PM and Eng counterparts to refocus product strategy, adapt to a rapidly evolving competitive landscape.
- Introduced sensor capture protocols to uncover unique patient insights –a key competitive differentiator.

Director of User Experience, Research & Human Factors | Otsuka Pharmaceutical | 2021–2022 Contract

Orchestrated design, research, human factors, and regulatory filing for a medication adherence platform comprising SaMD, ingestible sensor, biometric patch, and cloud-based analytics.

- Re-imagined the out-of-box experience (OOBE), significantly growing patient, pharmacy and provider adoption.
- Drove executive adoption of user-centered success metrics as standard to the product development process.

Head of Design | Bluescape Software | 2020 Contract

Defined the strategic design vision for a foundational virtual collaborative workspace platform.

- Designed novel virtual interaction and navigation models where none had yet existed.
- Founded CX council to engage customers –key to retaining Bluescape’s marquee customer (Big 3 automaker).

← Home Schooled Son During COVID 2020–2021

Advisor | BioTrillion | 2019–2020 Contract

Established BioTrillion’s product management and engineering teams; drove product definition and execution for a platform to detect disease using AI and CV to analyze activity captured by mobile devices.

Principal, Innovation Services Group | Xerox PARC | 2013–2018

Productized breakthrough technologies (AI, CV, NLP, FEA) for corporate, startup, and government clients.

- Played a key role in securing major contracts with P&G, CIA, Thailand Ministry of Finance, Novartis, Alcon, and Boeing.
- Helped drive a 40% five-year CAGR for the Innovation Services Group, making it PARC’s top revenue provider.

Principal, Founder | Germania Street | 2003–Present

Led a venture designing large-scale enterprise systems, consumer applications, and data analysis tools using user-centered design to deliver competitive advantage. Clients include Cisco, Brocade, Tibco, Qiagen, BD, Nike and Intuit.

EDUCATION

California College of the Arts
San Francisco, CA
BFA, Graphic Design

Washington University in St. Louis
St. Louis, MO
BA, French

ESCP Europe, School of Management
Paris, FR
Diplôme, Business Management