

Taylor Fergusson

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SUMMARY

Product designer with a coder's brain and teacher's patience. Builds token-based component systems in Figma, tests them with real people, and codes them into existence with the help of AI agents. Loves figuring out how things work, then making them simple for the next person, from 100+ coding students to teammates with no technical background.

UX DESIGN & DEVELOPMENT PROJECTS

AI Event Discovery App (In Progress)

2026

- Set up the team's AI-assisted dev workflow (Claude Code, VS Code, GitHub) and built the first working sketches.
- Onboarded 5 teammates onto the workflow, teaching them to build with Claude Code and GitHub.
- Pushed and reviewed code through GitHub branches and pull requests, iterating on AI-generated code.
- Co-defined the product strategy and north-star metric, built on match quality, trust, and belonging.

BorrowCircle — Community Lending Prototype

2026

- Built a 3-tier token system (57 primitives, 17 semantic roles, component tokens) plus spacing and type scales.
- Designed 22 component sets with 72 variants, including item cards, borrow summaries, and photo uploads.
- Documented WCAG contrast for all 16 colour pairings in the UI: 11 pass AAA and 5 pass AA.
- Synthesized usability sessions and peer critiques into 4 redesigns centred on trust and community.

YumGo — Food Tourism Prototype

2025

- Led a 4-person team from research to a tested high-fidelity mobile prototype in 12 weeks.
- Used interview evidence to overturn core team assumptions, refocusing the app on reducing diners' uncertainty.
- Diagnosed a filter failure that stalled 2 testing participants and rebuilt it mid-study; all 6 remaining succeeded.

LEADERSHIP & INVOLVEMENT

UDesign Studio

Toronto, ON

UX/UI/Graphic Designer

Sept 2026 – Present

- Selected through a competitive application to design for U of T's student design organization.
- Designing the UDesignathon site in Framer and scoping a move to custom code for advanced functionality.

RELEVANT WORK EXPERIENCE

Tensor Learning

Toronto, ON

Coding Instructor

Sept 2022 – Present

- Designed and delivered curricula for 100+ students aged 6–30 in Python, Java, JavaScript, and Scratch, simplifying complex concepts into accessible learning experiences.
- Led 10 remote workshop cohorts (~120 adults) for WEST, an employment program for marginalized women.
- Maintained a 93% student retention rate and consistently received 5/5-star satisfaction scores.

EDUCATION

University of Toronto

Toronto, ON

Master of Information (M.I.), User Experience Design

Sept 2025 – Present

McGill University

Montreal, QC

Bachelor of Arts (B.A.), Computer Science & Psychology; Minor in Sociology

Sept 2018 – June 2023

SKILLS

Design Systems: Components, Variants, States, Auto Layout, Variables & Tokens, Prototyping, Interaction Design

Accessibility: WCAG principles, colour contrast, touch targets, alt text, semantic heading structure

Research: Usability Testing, User Interviews, Content Audits, Design Critique

Code: HTML, CSS, JavaScript, Python, Java, SQL, Git/GitHub

Tools: Figma, FigJam, Framer, Claude Code, VS Code, Miro, Adobe Creative Suite

Languages: English (Native), French (Intermediate)