

Taylor Wilson, Graphic Designer

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ABOUT

Hello! I'm a designer driven by the intersection of story and strategy — crafting visuals that simplify, engage, and move people to act.

SKILLS

- Figma
- Illustrator
- Photoshop
- InDesign
- After Effects
- Motion Design
- Responsive Design
- UI / UX Design
- Prototyping
- Brand Identity
- Email Marketing
- Visual Storytelling

EDUCATION

University of Kentucky
Digital Media and Design
2014 – 2018

University of Kentucky
Creative Writing Minor
2014 – 2018

EXPERIENCE

Lead Graphic Designer

2025 – Present

Pluralsight

Drive conversion-focused creative primarily across paid media, email, and events in support of integrated marketing campaigns — while navigating evolving brand and messaging transitions.

- Concept and produce paid social and digital ad campaigns, incorporating motion where it enhances storytelling and engagement.
- Collaborate with marketing and creative stakeholders to shape campaign strategy into cohesive, on-brand creative across channels.
- Design immersive trade show and event experiences — booth layouts, environmental graphics, and supporting visual systems.

Senior Designer

2021 – 2025

TaxAct

Developed creative across web, social, email, display, and print — supporting brand awareness, customer retention, and revenue goals.

- Designed high-volume creative across peak tax season campaigns and year-round initiatives.
- Reimagined web experiences through customer-centric layouts and prototypes that streamlined developer collaboration.
- Contributed to a full visual identity overhaul — refreshing style guides and optimizing Figma component libraries to reflect the brand's new direction.
- Promoted to Senior Designer in 2024.

Graphic Designer

2018 – 2021

Deckel & Moneypenny Exhibits

Brought brand worlds to life through immersive, large-scale exhibit experiences for clients including GE Appliances and Chevron Lubricants.

- Designed collateral spanning banners, signage, brochures, and merchandise mockups alongside animated touchscreens and motion graphics.
- Owned end-to-end production — from WordPress layouts to large-format printing, laminating, mounting, and vinyl application.

Production Artist

2018 (Contract)

Humana

Polished and finalized layouts for flyers, ads, and postcards, ensuring every piece was production-ready and on-brand.