Taleah Codrington

pronounced [tuh-LEE-uh KUD-ring-tuhn]

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Bio.

With nearly two decades of experience, I specialize in creating user-centric solutions that enhance accessibility, usability, and customer satisfaction. I've worked with SaaS platforms, hundreds of municipalities, and millions of e-commerce shoppers from b2c and b2b sectors. As a UX leader, I drive strategic vision, oversee end-to-end design processes, and optimize conversion rates through data-driven insights. I excel in fostering cross-functional collaboration, mentoring teams to innovate, and improving operational efficiency, all while delivering designs that align seamlessly with business objectives and user needs.

Experience.

Sally Beauty

UX Director
Feb 2024 - Present

UX Manager
Feb 2022 - Feb 2024

- Build and scale a UX team, recruiting and mentoring staff from designers to managers, fully staffing both B2B and B2C divisions and enhancing team productivity by 25%.
- Refine Agile product development processes, introducing structured rituals such as stand-ups, kick-offs, retrospectives, and planning sessions, improving project alignment and reducing delivery time.
- Increase operational efficiency by creating strategic partnerships, and fostering cross-departmental collaboration to streamline workflows and enhance overall project execution.
- Lead research, front-end, and UX teams across both B2B and B2C divisions, driving user-centered design strategies that improve customer satisfaction, contributing to a 15% increase in conversion rates.
- Spearhead the creation and adoption of a unified design system, securing stakeholder and cross functional team buy-in, improving brand consistency, and reducing design-to-development handoff time by 30%.

Granicus

govDelivery
Digital Design Manager
Nov 2019 - Jan 2022

govAccess
UX Design Manager
May 2019 - Jan 2022

- Fostered a collaborative environment across internal and external cross-functional teams, driving alignment around shared goals while championing accessibility and UX best practices.
- Implemented and expanded the product library to streamline workflows and enhance connectivity across 3 product families, resulting in a 25% increase in team efficiency and a substantial improvement in client satisfaction.
- Developed specific workflows to manage projects of varying complexity, while creating strategic training programs to support the growth and development of junior team members.
- Facilitated UX design workshops, conducted comprehensive user research and usability testing, delivered detailed reports, and presented actionable solutions in a clear and compelling manner.

Vision

Visual Designer
May 2016 - May 2019

- Led the successful implementation of a cutting-edge design tool, enhancing team efficiency and streamlining the hand-off process to development, significantly improving workflow.
- Communicated design decisions with clarity and impact to clients and stakeholders, resulting in a 15% improvement in project approval timelines.
- Redefined the concept of 'government websites' by creating innovative, award-winning designs that set new brand standards while maintaining visual integrity and functionality.

Skills & Software.

Skills

- Leadership & Team Management, Communication & Collaboration, Empathy, Problem Solving, Strategy, Agile Product Development, User Research, User Experience, Analysis, Synthesis, Wireframing, Rapid Prototyping, Iterative Testing, Information Architecture, Interface Design, Interaction Design, HTML, CSS, Accessibility

Software

- Figma, Miro, Jira, Adobe Creative Suite: (XD, Illustrator, Indesign, Photoshop) , Microsoft Office Suite: (Word, PowerPoint), Wordpress

Education & Awards.

Education

- The Art Institute of California, Santa Monica, CA: Bachelor of Science in Media Arts & Animation
- Interaction Design Foundation: UX Certifications

Awards

- Member's Choice and Pinnacle Award