

Mike Taylor

Principal UX Consultant | Product Owner | Digital Leader

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PROFILE

Highly experienced digital and UX professional · 25 years agency-side · making digital experiences that work · clients including Amazon, Ford, McDonald's, Jaguar Land Rover & Vodafone

My background spans UX, web development, technology and agency leadership, giving me the context to shift focus between strategic decisions and implementation detail. I notice things that are convenient to ignore, and say so early. I'm straight with clients, I can rationalise every decision in my work, and I'm comfortable changing my mind based on new evidence. I'm part of my agency's AI advocacy team and I build with AI daily, including an AI-assisted wireframing tool that bakes good UX and accessibility into the first pass.

CORE EXPERTISE

User experience (UX) strategy, product discovery, stakeholder research, requirements engineering, UX design, product ownership & delivery, stakeholder & change management, client relationships, commercial & pre-sales consultancy, accessibility, design systems, AI-augmented workflow, web development background.

EXPERIENCE

Principal UX Consultant | Cambridge Agency Group (Sep 2024 to present) | <https://cambridgeagencygroup.com/>

Joined CAG to refocus on UX and product work. Digital agency (and Umbraco Platinum Partner), formed from the merger of [Fluent](#) and [Igentics](#). I worked across a range of industries and purpose-driven clients, typically leading one major engagement at a time alongside smaller and ad-hoc pieces of work. See **Selected projects** below.

- **UX and Product Delivery**

Lead major engagements from discovery to delivery: stakeholder interviews and workshops, requirements specification, UX strategy, information architecture, UX design, wireframing & prototyping, design systems, documentation and developer hand-off. Increasingly carry the engagement beyond design into the product-owner role, holding requirements, client relationship, and delivery through implementation and QA.

- **Client and Commercial**

Generate proposals and pitch to prospective clients; scope and estimate work, translating ambiguous business needs into a strategic approach with a clear plan. Build excellent client relationships; consistently cited by clients for solution focus, communication, attention to detail and high quality; a trusted advisor role. Ability to navigate complex relationships to ensure a better outcome.

- **AI and Practice Leadership**

Appointed to our internal AI advocates team: researching, testing and communicating AI opportunities across the business; contributing to internal and external-facing AI policy. See **AI and emerging practice** below.

Digital & Technical Director | Flag (Oct 2000 to Aug 2024) | <https://flag.co.uk/>

Full-service corporate communications and ESG-specialist agency (UK, USA and Europe). Joined Flag as a Web Developer in 2000 and progressed through technical, UX and leadership roles to become Digital & Technical Director with responsibility for digital delivery, UX strategy, IT, cybersecurity and business operations.

- **Digital and UX**

Digital team leadership, and overall responsibility for all digital output including establishing tools, processes and workflows for digital & UX design and development. Strategic UX consultancy, translating business objectives and user needs into sound strategic solutions. Owned requirements gathering, scoping, specification, costing and scheduling; proposals and pitching; delivered hands-on UX design and detailed developer-handoff specifications. Liaised with clients' technical teams and our subcontractors/ partners; ensured all digital output met high quality and accessibility standards; delivered internal and external training; hiring and talent management.

- **Business and Management**

Senior leadership team; helped shape business strategy and reported directly to the board on digital and IT/cybersecurity matters. Evaluated and rolled out business tools, systems, policies and processes; adapted operations to the evolving needs of the business.

- **IT and Cybersecurity**

Owned IT and cybersecurity strategy, policy and operations; produced and managed the annual budget; delivered technical support to ~100 employees across the UK, USA and Europe. Managed third-party technical partners across geographies; procured hardware and software; ran ad-hoc IT and security projects to strengthen our posture and mitigate risk.

SELECTED PROJECTS

Royal Aeronautical Society – full website redesign

In development; not yet live

Principal UX consultant → Product owner

- The Society's site was a little dated, the CMS implementation made for a frustrating content-editing experience, and a parallel CRM replacement project provided the ideal moment to solve both together.
- Research, stakeholder workshops, UX strategy, wireframes and requirements specification for the website/CMS project. Requirements ownership, client relationship, documentation and developer hand-off. Agency-side product owner seat through implementation; on track for launch early 2027.
- Some cross-supplier dependencies and relationships: the parallel CRM project run by a third-party, where data and user flows cross between CRM and CMS; dovetailing our delivery with theirs where the two systems meet.
- The real task was change, not design: a large client-side team, with years invested in the existing site content and structure, with some natural resistance to change. Navigated it positively towards a website they feel ownership of.

Isaac Science (formerly Isaac Physics) – repositioning and UX redesign

<https://isaacscience.org/>

Principal UX consultant

- Solved a complex UX problem for a client heavily invested in their existing product: helped them to re-present from single-subject (Isaac Physics) to a multi-subject platform, with intuitive supporting navigation and consistent interaction and UI across the platform.
- Produced all design documentation for handover to the client's team to build, liaising directly with their technical team throughout. Launched, with excellent client feedback on the final handover.

Ekarnia – pharma service-provider discovery platform

No longer live

Principal UX consultant

- Led the product conception and UX design work for a B2B platform helping pharmaceutical companies find and manage service providers; a searchable, tagged database of thousands of agencies across dozens of disciplines.
- Core challenge was designing the search experience for a brand new product: defining the taxonomy and search interface as well as user flows and features that made a large, messy supplier landscape intuitive to navigate and easily comparable. Launched with a major pharmaceutical client; the business was later wound down for commercial reasons.

Eland Cables – quote basket and checkout optimisation

In development; not yet live

- UX work (within an existing technical retainer) for a complex website selling specialist cable products: brief was to improve the quote-basket and checkout journey, and surface opportunities for upselling matching accessories.
- Presented medium-fidelity wireframes framed around small and achievable changes that would improve the experience and meet the business needs. The client was very happy with the solution, now being implemented by internal team.

AI AND EMERGING PRACTICE

AI is transforming traditional digital and UX roles; some examples of how I've been embracing and integrating AI into my role, working patterns and side projects:

- **Internal AI advocate team:** One of a small team appointed to research, test and communicate how AI can transform how we work across the business; outputs aimed a mixed audience of enthusiasts and sceptics.
- **Self-funded study:** Enrolled in Brad Frost's [AI & Design Systems](#) course, experimenting with AI across the full design-system lifecycle: construction, management, code implementation and documentation.
- **AI-assisted wireframing tool:** An early internal experiment that takes varied inputs and produces quality-built first-pass wireframes. Transforms raw inputs into a structured brief, then applies skills that enforce sound UX and accessibility practice, with connectors (eg Mobbin, Apple HIG, Material) wiring in design quality from the start.
- [miketaylor.co](#): I recently redesigned and rebuilt my personal blog website using AI as my design and build assistant from design system through to the finished website.
- **Bib running event app:** I'm making an iOS/Android app for the race lifecycle: complete product planning and documentation done, and the core app is scaffolded; now at wireframing and design stage. Built using an AI-augmented workflow throughout, including my own wireframing tool.

EDUCATION

MSc, Human-Computer Interaction Design (HCID) | City, University of London (2015-2018)

Graduated with distinction; awarded Best Student Prize (Applied Stream, Department of Computer Science). Studied part-time alongside full-time work. Modules included user research methods, information architecture, interaction design, inclusive design, data visualisation, cognition & technology, and evaluating interactive systems (including user/usability testing).

- **Dissertation project:** designed, built, deployed and evaluated an ambient persuasive technology intervention to reduce prolonged sitting in desk-workers. Participatory, user-centred process grounded in behaviour-change theory and medical research.

PROFESSIONAL COMMUNITY

- **Umbraco CMS:** Over a decade in the Umbraco community, producing a number of sites on the platform; attended four Codegardens and two CodeCabins, as well as numerous meetups. Member of the Umbraco Community Advisory Board, providing a UX perspective on the community website refresh.

OUTSIDE WORK

Running (Cambridge-based run club, ultramarathons including an upcoming 225-mile relay from Wimbledon to Paris), snowboarding, motorcycling, and Ferris, my golden retriever.