

TAYLOR SAMS

Vice President – Product Design & Systems Architect

NEW YORK, NY

A Lead Digital Product Designer with a foundational background in Architecture from the Pratt Institute, specializing in the digital transformation of complex, legacy-driven ecosystems. I bridge the gap between high-level business requirements and user-centric execution, orchestrating unified platforms for global Tier-1 financial institutions and enterprise-scale clients. My approach combines structural rigor with modern product strategy to deliver scalable design systems and high-stakes digital experiences.

PROFESSIONAL EXPERIENCE

- **Vice President – Product Design** | BNY 2024 – Present
Fintech & Institutional Banking Unification
Leading the digital transformation of legacy payment systems into unified, user-centric platforms for global enterprise clients. Orchestrate complex product ecosystems by aligning cross-functional stakeholders to bridge the gap between institutional business requirements and intuitive, high-stakes digital workflows at scale.
- **Senior Designer** | Orion Innovation 2023–2024
Strategic Modernization & Cross-Industry Product Suites
Led the digital transformation of fragmented consumer experiences for a major financial firm, an international appliance manufacturer, and a travel agency. Specialized in modernizing legacy systems to drive business efficiency and deliver unified, high-performance product suites.
- **Product Designer** | Orion Innovation 2022 – 2023
Telecommunications & Emerging Market Exploration
Modernized Verizon's enterprise sales tools, transforming legacy workflows into high-velocity interfaces. Headed exploratory design for managed tablet experiences in emerging markets, leveraging scalable architecture to identify and capture new revenue streams.
- **Senior Designer** | MARCH 2018 – 2022
Brand Coherence & Interactive Experiential Design
Established unified graphic standards across web, digital, and print media. Led a full website redesign and engineered custom interactive controllers for large-format sales gallery displays, bridging physical architecture with digital interfaces.

CORE COMPETENCIES

Design Strategy: Roadmaps & Executive Alignment

Systems Design: Scalable Component Architecture

AI Integration: Enterprise Workflow Implementation

Leadership: Stakeholder Management & Mentorship

TECHNICAL TOOLING

Figma (System Architecture & Advanced Prototyping)

Adobe Creative Suite (Ps, Ai, Id)

Rhino 3D, V-Ray, AutoCAD

Interactive Visualization & AR Platforms

EDUCATION & CREDENTIALS

BACHELOR OF ARCHITECTURE (B.ARCH)

Pratt Institute

AI Leadership Certification

BNY

Google UX Design Professional Certificate

Google / Coursera

COMMUNITY & IMPACT

Burning Man Project

Organizer & Volunteer (BRC Municipal Pool, Temple Guardians)

Fire Island Community

Organizer and volunteer support for queer non-profits.