



Taylor Good

Brand director. Marketer. Looking for my next challenge to make an obvious before and after impact. I have helped brands like Hyundai and Kia grow their finance and dealership marketing to over 1.5M monthly customers, and 10M monthly site visits.

Creative Director

Room 6200

2019 —

Leading brand creation, marketing and CX of Shopify-based product brands.

Freelance

California Lottery + others

2019 — 2017

Work included California Lottery and leading the asset creation for their website relaunch plus in-store signage. Provided branding and marketing guidance for a billionaires family office.

Creative Director

Hyundai Capital (Hyundai, Kia and Genesis)

2014-2016

Led brand design for Hyundai, Kia and Genesis Finance. Print and digital. All dealerships in the US and audience of 1.5M monthly customers as well as 10M monthly page views. 75% hands on with three agencies on record.

Work included creating a design system for Genesis finance, brand / style guides, landing pages, email campaigns, layout design, dealership signage, icons, packaging, booth design, experiential, UX, UI for both mobile and web

Head of Design

Silo Labs (venture-backed app incubator)

2012-2014

Work included brand identities, UX, UI, marketing collateral

Co-Founder

Nightmade (app)

2010-2012

Led fund-raising, design: brand identity, UX, UI, experiential

Portfolio + links: taylorgood.com

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