

# TONY TAYLOR

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## SENIOR GRAPHIC DESIGNER / CREATIVE MAPPING LEAD

Graphic Design | Transit Mapping | Wayfinding | Signage Systems | Design Systems | Workflow Automation | UI/UX Design

## PROFESSIONAL SUMMARY

Senior-level Graphic Designer and Design Systems Specialist with 20+ years of professional design experience, including 10 years supporting MTA/NYCT customer-facing communications across print, web and digital, signage, transit mapping, wayfinding, campaign branding, service notices, workflow automation, and rider information systems.

Experienced in ADA-conscious signage, passenger-focused mapping, MTA graphic standards, service identity systems, UI/UX design, WCAG-informed accessibility review, high-volume production, stakeholder alignment, and team-facing workflow improvements. Proven ability to improve templates, automation, design systems, workflows, and rider communication clarity across complex transit communication products.

## CORE SKILLS

Graphic Design | Print and Digital Production | Signage Systems | ADA-Compliant Signage | Passenger-Focused Transit Mapping | Wayfinding and Rider Information Systems | Service Change Communications | Service Notices | Customer Information Design | Typography | Inclusive Design | WCAG Accessibility Guidelines | Accessibility Review | Usability Review | UAT Support | Guerrilla User Interviews | Comparative Analysis | User Journey Maps | MTA Graphic Standards | Service Identity Systems | Brand Systems | Campaign Design | Marketing Communications | Internal and External Communications | English-to-Spanish Translation Support | Design Project Management | Presentation Skills | Cross-Functional Collaboration | High-Volume, High-Pressure Production | Shared Server Workflows | Template Systems | Design Systems | Workflow Optimization | Production Automation | XML Workflows | ICML Workflows | GREP Automation | SVG Icon Font Development | UI/UX Design | Wireframes | User Flows | Prototyping | Digital Product Design

## TECHNICAL TOOLS

Adobe Creative Suite: InDesign, Illustrator, Photoshop, After Effects | Figma | FlightCheck | HandBrake | Microsoft Office: Word, Excel, PowerPoint, Outlook | FontSelf Maker | BBEdit | Brackets | JavaScript / ExtendScript | XML | ICML | GREP | HTML / CSS | SVG Font Systems | Confluence | ChatGPT | Claude | Grok

## PROFESSIONAL EXPERIENCE

METROPOLITAN TRANSPORTATION AUTHORITY / NEW YORK CITY TRANSIT  
Graphic Artist II

## Creative Mapping Lead / Digital Product Design Specialist 2016 – Present

Lead designer, production specialist, and systems developer supporting high-volume rider-information products, internal production systems, and cross-functional Creative Services workflows for NYCT.

Recognized by leadership and cross-functional partners for high-quality design, mapping, signage, campaign, digital, and workflow automation work across priority Creative Services initiatives.

- Serve as Creative Mapping Lead for weekly GO Diagram, Digital Selects, and Customer Information Center map deliverables supporting passenger-focused transit mapping.
- Lead and support complex rider-information production across service notices, signage, mapping, wayfinding, campaigns, and digital communications.
- Translate operational requirements into clear, accessible, production-ready customer communications across print, digital, and station-facing formats.
- Review production files, PDFs, and final deliverables for accuracy, consistency, accessibility, and alignment with MTA graphic standards.
- Collaborate with Creative Services, Operations Planning, Service Notices, Customer Experience, Digital Services, Marketing, TAMS, and other internal teams to support priority initiatives and high-volume production needs.

### **DESIGN SYSTEMS, SIGNAGE, AND WORKFLOW AUTOMATION**

- Developed SmartScript Engine 5.0, a multi-product InDesign automation framework supporting Packet, Wayfind, and Hi-Viz service notice production through data-driven workflows, automated layout logic, template intelligence, and deterministic icon placement.
- Built scalable XML, ICML, GREP, and JavaScript-based production systems that reduce manual effort, improve first-pass accuracy, and strengthen consistency across rider information products.
- Designed structured XML import workflows, automated icon-placement systems, wrench badge/icon design and iteration, and template behaviors for complex service notice, signage, mapping, and wayfinding production.
- Created and maintained SVG icon font systems supporting transit communications, accessibility programs, route markers, operational signage, and internal production workflows.
- Standardized XML import processes with the TAMS team, resolved long-standing auto-flow, formatting, and template consistency issues, and developed Packet workflow training to reduce production errors across service notice production.

### **MAPPING, WAYFINDING, AND RIDER INFORMATION**

- Produce weekly GO Diagrams, Digital Selects, Customer Information Center maps, and related operational communications supporting systemwide customer information needs.
- Contributed to Queens Bus Network Redesign mapping assets, including clickable PDF maps with embedded hyperlinks and clickable SVG versions optimized for mobile use.
- Prepare accurate, production-ready mapping, wayfinding, signage, and rider-information assets across print, digital, and station-facing formats.
- Improve rider comprehension through clear information hierarchy, typography, spacing, route-marker grouping, icon systems, accessibility information, and service-impact messaging.

- Collaborate with internal teams to deliver mapping, signage, and service notice materials that communicate service changes, planned work, route impacts, and operational updates.

## **UI/UX AND DIGITAL PRODUCT DESIGN**

- Contributed to Bus Time Beta redesign efforts, focusing on detour communications, rider-information hierarchy, accessibility improvements, customer experience, and WCAG-informed usability.
- Designed and iterated wireframes, high-fidelity layouts, information architecture, UI iconography, component-based interface solutions, and accessibility-informed refinements for mobile apps and web experiences.
- Supported MTA App Version 2 digital product work from 2020–2023, including naming the internal Pristine codename and developing app interface assets, UI iconography, and rider-facing digital communication improvements.
- Delivered final design handoff for implemented rider-facing digital tools including Subscription Preferences for newsletters and transit service alerts, Planned Work Lookup, MTA LIRR and Metro-North station pages, Elevator & Escalator Status, and related service-information pages.
- Supported UI/UX research and analysis through guerrilla user interviews, comparative analysis, user journey maps, user flows, prototypes, and stakeholder feedback.
- Supported UAT review for rider-facing digital tools by identifying usability concerns, accessibility issues, content clarity needs, and interface improvement opportunities, including the Happening Now digital component on in-station arrival screens.
- Used Figma as a collaborative design workspace to develop mood boards, rider journey maps, interface concepts, reusable UI components, design documentation, and developer-ready assets while supporting virtual alignment with stakeholders, designers, and implementation teams.

## **CAMPAIGNS, BRANDING, AND COMMUNICATIONS**

- Served as Design Lead for three major rider-information campaigns: 2025 FM Swap, 2025 Rockaway Line, and 2024 G-Line Crosstown; developed campaign identities through logo iteration, branding exploration, and visual system development, and contributed to additional initiatives including OMNY, MetroCard retirement communications, service-change communications, and multilingual customer-information programs.
- Designed brochures, posters, digital assets, email graphics, campaign branding systems, internal communications, and customer-facing materials distributed across print and digital channels.
- Developed visual identities, templates, and standardized asset systems for internal email communications, newsletters, operational programs, and customer-information campaigns.
- Supported rapid-response communications during major service disruptions, including bilingual English-to-Spanish rider messaging during the 2026 LIRR strike.
- Collaborated with communications, operations, marketing, and customer-experience stakeholders to deliver cohesive campaigns across multiple channels.

## **SELECTED PROJECTS**

### **2025-2026 Template Standardization and Production Systems**

- Created, updated, and expanded reusable Creative Services templates for AATI signs, ICML service notices, and Grand Central Terminal real estate print and digital ads, improving layout consistency, production efficiency, and repeatable file setup.

- Standardized template structures, layout sizes, master-page behavior, and production-ready files across signage, service notice, advertising, and internal production workflows.

### **2024-2026 SVG Icon Font System**

- Designed SVG font families supporting transit symbols, route markers, accessibility icons, operational communications, and production automation.
- Established structured Unicode mapping strategies for integration with XML and InDesign workflows.

### **2025-2026 Bus Time App**

- Developed rider-information strategies for detour visualization, service communication, and accessibility improvements within rider-facing digital product work.
- Prepared implementation-ready UI assets and iconography supporting detour communication workflows.

### **2020-2023 MTA App and Web Pages**

- Designed rider-facing app and web experiences for Subscription Preferences, Planned Work Lookup, LIRR and Metro-North station pages, Elevator & Escalator Status, and related service-information tools.
- Prepared design documentation and developer-ready handoff assets supporting implemented digital products.

### **2017-2018 Digital Accomplishments InDesign-to-After Effects Workflow**

- Created an InDesign-to-After Effects production workflow for Digital Accomplishments, connecting static layout design with motion graphics production.
- Improved production handoff between layout design and motion graphics, reducing manual recreation and supporting digital communications work.

## **EDUCATION**

Bachelor of Fine Arts (BFA), Fine Arts, Graphic Design  
Rochester Institute of Technology, 2001