

# TALIA SALTZMAN

## USER EXPERIENCE DESIGNER

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## PROFILE

I am a UX designer skilled in merging market research, information architecture, and visual design into a streamlined system that delivers a user-centered interactive product. My eclectic approach stems from my background in UX, graphic design, and architecture. I strive to create simple, intuitive, and engaging designs.

## SKILLS

### Sketch; Principle; Invision; Adobe Creative Suite

User Research	User Flows
Usability Testing	Information Architecture
Wireframing	Rapid Prototyping
Site Mapping	Visual Design
Persona Development	Visual Communication

## EDUCATION

### GENERAL ASSEMBLY | MAY 2018

UX Design Immersive  
Certificate of Completion

### PRATT INSTITUTE | FEB 2017

Certificate in Graphic Design

### TEMPLE UNIVERSITY,

### TYLER SCHOOL OF ART | MAY 2015

Bachelor of Science in Architecture

## WORK EXPERIENCE

### UX/ Digital Design Coordinator | IvyWise

New York, NY February 2019 - July 2020

- Created re-design of current student portal used by students, parents, counselors, tutors, and administrators.
- Complete re-design of site aesthetics, replaced outdated functionality with new, user-centered system

### User Experience Designer | Wellacopia

New York, NY May 2018

- Conducted user interviews and research to find existing problems
- Redesign of onboarding/registration , created high fidelity clickable prototype

### Website Designer | Pride Community Center of North Central Florida

New York, NY, 2016

- Re-design of logo and site
- Created site map, wireframes, and high fidelity mockup

### Graphic Designer | Pause for Thought

New York, NY, 2016-2017

- Illustration and layout for annual reports, conference materials, video artboards, package design, and brand guidelines

### Production Artist | Tabak Design

West Orange, NJ, June 2015

- Created site plans for a housing complex brochure, worked on layout and corrections for museum catalogues and conference publications, created infographics for hospital brochures