

# TALIA MALCHIN

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Curious multidisciplinary designer with knowledge in front-end development. I'm looking to apply strategic thinking and creative execution in tackling challenges around brand building, web, and UX/UI design.

## EDUCATION

### UNIVERSITY OF SOUTHERN CALIFORNIA AUGUST 2017 - MAY 2021

BFA in Roski School of Art & Design  
Marketing Minor in Marshall School of Business  
GPA: 3.91

## SKILLS

UX/UI  
WEB DESIGN  
PRODUCT DESIGN  
ILLUSTRATION  
HTML / CSS  
WIREFRAMING  
PHOTOGRAPHY  
& STYLING  
ART  
DIRECTION

## TOOLS

ADOBE  
CREATIVE CLOUD  
FIGMA  
SKETCH  
PROCREATE

## PROFESSIONAL EXPERIENCE

### Digital Design Freelancer PALO ALTO, CA (REMOTE) MAY 2021 - CURRENT

Designing and conceptualizing logos, merchandise, and websites through Wix online Marketplace  
Creating brand guidelines and style guides for emerging businesses

### WIX PLAYGROUND - Web Design Program Web Designer NEW YORK CITY, NY (REMOTE) MAY 2020 - AUGUST 2020

Accepted to exclusive (5% acceptance rate) 3-month program directed at developing professional web design skills and production  
Developed website landing page based off official creative brief from from quip brand manager. Original product photography later featured on official Instagram page  
Collaborated with other designers to produce assets and fully functioning website for non-profit client Winning Women Series  
Participated in 20+ workshops led by leaders in the design field aimed at refining professional software, design process, production & styling and client management skills

### TIPALTI - Accounting software financial technology business Design and Digital Marketing Intern SAN MATEO, CA MAY 2019 - AUGUST 2019

Updated design for company website, wireframes, and demo screens through WordPress utilized during onboarding and pitching process  
Designed various email banners with Adobe apps used across social media platforms and newsletters resulting refinement of advertising methods with resulting consumer data  
Illustrated and published iconography used on company website as well as official logo for company blog  
Collaborated with Lead Designer to create trading cards gifted to upwards of 10 active clients and shown to potential clients to display successful partnerships and positive results

### NEW DEAL DESIGN Strategic Technology design studio Design Intern SAN FRANCISCO, CA MAY 2018 - AUGUST 2018

Organized imagery and project pitches dating back 20 years, resulting in company-wide consistency in filing system and access to past projects for future projects  
Retouched and uploaded images for pitch decks which were used in client and potential-client meetings  
Worked closely with Marketing Manager creating pitch decks for new and potential clients