TIFFANY TALATO

tiffanytalato.com ⊡ | 336.782.3156 | hello@tiffanytalato.com

HELLO

I am a tech-centric designer on a mission to make product applications intuitive for all people regardless of background. By putting users first, I build visuals that engage and inspire in a world filled with interactive experiences.

EXPERIENCE

SR. VISUAL/UI DESIGNER
2015-PRESENT

CARDINAL SOLUTIONS CHARLOTTE, NC
- Pin-point where a client's goals intersect with their users' needs, through in-depth UX exploration and design experimentation.
- Enhance product usability by streamlining UI components of web and mobile applications into working prototypes that are tested and shipped with the expertise of the full-stack team.

VISUAL DESIGNER
2013-2015

ENVENTYS CHARLOTTE, NC
- Led brand research that supported both industrial and engineering teams in the ideation and development of several consumer goods.
- Increased visibility of new product inventions with custom websites and advertising that targeted early adopters and existing users.

GRAPHIC & WEB DESIGNER
2011-2013

LIBERTY HARDWARE MFG. CORP. WINSTON-SALEM, NC
- Led the initiative to establish web presence for Liberty's top brands with micro sites that complimented the online and in-store retail experience.
- Supported several sales/marketing proposals, providing visual mood-boards and mockups of product trends and brand positioning.

DESIGNER & COLLABORATOR
ONGOING

PERSONAL FREELANCE REMOTE
- Design user and brand experiences that serve as both a launching platform for startups and a promotional vehicle for local businesses.

PROJECT

PRODUCT DESIGNER

NIGHT SHIFT 2.0 / SKOOKUM CHARLOTTE, NC
- Developed an MVP for PathSeer, an educational app for students to explore potential career avenues, using an interactive quiz supported by the Organization for Purpose-Driven Education.

EDUCATION

2007-2011

UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
Bachelor of Fine Arts, Design; Minor in Cognitive Psychology

AFFILIATIONS

CHAPTER LEADER **GIRL DEVELOP IT / NON-PROFIT** ⊡ CHARLOTTE, NC

CONTRIBUTER **DESIGNERS GUILD / GROUP** ⊡ SAN FRANCISCO, CA

ACTIVE MEMBER **AIGA / GROUP** ⊡ CHARLOTTE, NC

ACTIVE MEMBER **WOMEN'S LEADERSHIP / GROUP** CHARLOTTE, NC

SKILLS

SOFTWARE
SKETCH
INVISION
PHOTOSHOP
ILLUSTRATOR
ATOM
INDESIGN

DESIGN
UI/UX DESIGN
PROTOTYPING
WEB DESIGN
BRAND IDENTITY
PACKAGING/DISPLAY

CODING
HTML/CSS
SASS/JEKYLL
GIT
JAVASCRIPT
PYTHON

ADDITIONAL
COLLABORATION
TEAM LEAD
RESEARCH
IDEATION
TECHIE