

TAMARA MALANIY

UX UI Product Designer

Portfolio: www.tamarushdesign.com

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SKILLS:

Software

Photoshop

Illustrator

InDesign

Figma

Adobe XD

Book Smart

Design

User Interface

Empathy

Strategy & Concept

Branding & Media Campaigns

Wireframing

Prototyping

Web & Print Production

Creative Collaboration

Photography

**I am a team player and self-starter
with a passion for design and finding
smart solutions to complex problems.**

EDUCATION:

Certificate UX, User Experience
Design / Southern Methodist
University, TX

Bachelor of Arts, Communication
Arts / Bezalel Academy of the Arts
and Design, Jerusalem, Israel

Telma Yalin Art School,
Givataim, Israel

Classical School of Arts,
St. Petersburg, Russia

Languages

English, Russian, Hebrew



EXPERIENCE:

2021 UX/UI Designer / Web Loft Designs Agency – Plano, Texas

Utilizing design experience to assist clients during consultations. Collaboration between teams for the joint execution of a large project. Developing solutions and implementing them to have a positive impact on the business.

2019 - 2020 Art Director / JCPenney – JCPenney Headquarters, Plano, Texas

Working with the Creative team to support the brand development of advertising initiatives and creating art execution for print, digital and social channels among other design needs on a variety of projects.

2009 - 2019 Head of Design / Forex Capital Markets (FXCM) Group, LLC – Plano, Texas

FXCM is a leading provider of online foreign exchange (FX) trading, CFD trading, spread betting and related services.

Led a team to maintain the internal style guide and implement new design patterns on the web and mobile products (native iOS, Material Design and Responsive/Adaptive). Successfully teamed up with product management, business, and marketing team members to align UX vision with company product's business goals. Continually improved research, design processes to gain efficiency, remove obstacles, and problems. Direct art and creative work development seamlessly across 17+ company websites.

Selected Achievements:

- Translated business and marketing objectives into clear, compelling and visually engaging designs. Created prototypes to validate design concepts with stakeholders.
- Worked with the analytics and research teams to optimize landing page layouts and CTAs with A/B testing. Achieved an increase in web traffic by 15% in three months and a 36% increase in new accounts.
- Designed a 400+ page library of evergreen web content which resulted in a 27% boost in account applications from our organic search channel over a 60-day period.

2004 - 2009 Senior Designer / Forex Capital Markets (FXCM) – New York, NY

Delivered exceptional assets in the design and development of mockups, print and web materials for expos, conferences, and presentations to assist in key business activities and customer touch points. Created and executed website home and landing pages, brochures, booth design, roll-ups and flyers. Managed corporate identity and emailers, ensuring compliance with branding guidelines. Trained and mentored web and design teams and collaborated with marketing stakeholders to create design concepts.

Promoted to Art Director and Team Manager in 2007 and grew a team of designers and developers in the UK, Israel and US offices.

Senior Graphic Designer / Atinera, LLC / San Francisco, California

Designer / Adler Homesky & Warshawsky Studio & Baruch Nahe Design Studio / Tel-Aviv