

Christina Tagliareni

SENIOR INTERACTION DESIGNER

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Passionate, self-motivated, and accomplished designer with 12 years of experience and success on projects within diverse environments including agency, startup, and Fortune 50 companies. Project work includes websites, marketing collateral for print and digital, and branding materials for companies in tech, B2B, B2C, and fashion.

EDUCATION

B.Tech.
Visual Communications
Farmingdale State University

A.A.S. Commercial Arts
Nassau Community College

A.S. Photography
Nassau Community College

SKILLS

Concepts

Interaction design, user centered design, responsive design, marking design, product design, visual design, UI design, UX strategy, User experience, user testing, prototypes, art direction, Agile, Kanban, Design Ops (DesOps), lean design, design thinking, project leadership

Tools and platforms

Sketch, Adobe Creative Suite, WordPress, Magento, HTML, CSS, PHP, InVision, Jira, Zenhub, Hubspot

AWARDS

I Bee MSC Q2 2019

Company award focused on business results, innovation and impact on others.

MarCom Award Platinum

B2B Website

EXPERIENCE

Senior Visual Designer, IBM - Austin, TX

Feb 2018 - present

As a Visual Designer for an Agile interdisciplinary technical team I support initiatives for IBM Security's digital marketing and branding teams, contributing to web design, UX strategy and design, UI design, social media content, visual design, animation, art direction, branding, and event support to bring the IBM Security brand to life.

- Design lead for the SecurityIntelligence.com thought leadership blog for infosec. Collaborate with designers, UX architects, developers, agencies and stakeholders to ensure consistency and unified messaging site-wide.
- Create interactive comps, redlines, and animations for developers to improve efficiency.
- Organize and facilitate meetings between technical teams, designers, and stakeholders to gather requirements, report project status, and ensure teams are meeting goals.
- Boosted SecurityIntelligence.com engagement 150% in seven weeks through implementation of paywall functionality. Executed a complete site redesign that led to an 8% engagement improvement site-wide, 6.5% engagement increase for the homepage, 100% performance improvement (3.2 seconds off load time), an increase in Google best practices score from 69 to 92, and 99% accessibility.
- Led SecurityIntelligence.com to multiple awards including IBM's I Bee Marketing Services Center award for Q2 2019, a Platinum Marcom Award for Digital B2B Website in 2018, and a Content Marketing Award for Technology Publication in 2018.
- Assist in providing art direction for social media posts to ensure all public-facing content meets branding guidelines.
- Set up user testing and organize and analyze videos for distribution to teams.

Lead Visual Designer, Verb Inc. - Austin, TX

Apr 2017 - Nov 2017

Verb Inc. is a leadership development platform that combines online learning with experience.

- Maintained Verb's primary website, seven ancillary sites and blogs, and Hubspot assets.
- Contributed to UX redesign for Verb's SaaS product to reduce complexity.
- Redesigned company's main website and reduced bounce rate over 35%.
- Created digital and print marketing campaign materials and new branding for local events.
- Provided design and front-end support to the marketing, product and CX teams.
- Designed and built sites and materials for Metlife Foundation's Inclusion Plus.

Interaction Designer, Hedgehog - New York, NY/Round Rock, TX

June 2015 - Mar 2017

Hedgehog is a full-service digital consultancy with offices in the US and Europe.

- Designed responsive website interfaces, omni-channel/multi-channel campaigns, and designed and managed blogs for a mix of SMBs and diverse global corporations.
- Created a full visual marketing catalog for Cohen's Fashion Optical's MarCom and Emma email marketing systems.
- Worked closely with internal marketing division to create both digital and print assets.
- Additional clients included Trinseo, principal designer on J&J Flooring, Wiley, a global dentistry supplier, a custom printing service, and a leading makeup manufacturer.

Prior experience includes serving as Art Director for an e-commerce business, print and digital magazine design and web design at NY based companies.