



Tali Neiman
UX UI Designer · Berlin, Germany
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Hey, my name is Tali and I'm a Product Designer based in Berlin. With 7 years of experience as a Visual Designer, I've specialised in UI/UX and digital products. My holistic approach to digital products, combined with my expertise in branding, marketing, and visual design, enables me to bring visions to life.

EXPERIENCE

2023 UX/UI Designer · Ahoy Studios · Freelance

Collaborated with Ahoy Studios, a New York design agency, to design multi-section websites. I worked closely with the website product manager and developers to enhance user experience, maintain brand consistency, create a design library, and develop interactive prototypes for various devices.

2023 Product Designer · 100 Jahre BMW Motorrad · Freelance

Website for 100 Jahre BMW Motorrad on behalf of flora&faunavisions GmbH. Collaborated directly with website product manager and developers. Improved wireframes, created styles and components coherent with the existing brand guide. Designed screens across multiple devices, ensuring a responsive user experience. Developed interactive prototypes for all devices.

2023 Brand & UI Designer · Sedn, Crypto Wallet App · Freelance

Conducted discovery workshop and led creative direction and product design designing brand identity for wider accessibility. Collaborated with developers to integrate the brand style into app screens.

2023 Brand Designer · Austausch, NGO · Freelance

Conducted brand workshop and created the brand identity, including logos, icons, illustrations, font styles, color scheme, and photography styles. Integrated these elements into various materials and designed the entire NGO website for a cohesive and impactful online presence.

2021 - 2022 Visual Designer · E&P Consulting

Worked in the marketing department designing the corporate identity & website. Managed social media and designed concept for campaigns.

2021 Teacher · Berlin International University

Responsible for planning and teaching the course Visual Communication and Interactive Design at Berlin International University.

2020 - 2021 Social Media Content Designer · Holabrief

Designed engaging and impactful social media content for HolaBrief, aligning with the brand's established style guide. Created visuals that effectively communicated the brand's message and values, contributing to increased online engagement and brand awareness.

2016 - 2017 Assistant, Thesis Workshop · Finis Terrae University

Supported students in refining thesis projects and organizing workshops, enhancing design skills and fostering a collaborative learning environment.

TOOLSTACK

- Figma
- Miro
- Illustrator
- Notion
- Loom
- Photoshop
- Maze
- Wordpress
- Premiere

SKILLS

- Design systems and style guides
- User Research
- Wireframing & Prototyping
- Remote ideation
- User interviews & Usability testing
- Data synthesis
- Branding & Pitch decks
- Wordpress Development

LANGUAGES

- English: Professional proficiency
- German: A.2.2 level proficiency
- Spanish: Native proficiency (mother tongue)

SEE RECENT CASE STUDIES

[OpenTable App - UX UI](#)

[Sofar Sounds - UX UI](#)

Other cases available on request.

IN MY FREE TIME YOU FIND ME

- Singing in a rock band
- Doing yoga at the park
- Making digital collages

EDUCATION

2022 - 2023 UX/UI Design Bootcamp · Memorisely

Worked through two in-depth live cases studies in an immersive 10 week program along with other designers from around the world. Conducting usability audit, competitor analysis, synthesising data, ideating, prototyping and usability testing.

2010 - 2014 Graphic Design Bachelor · Finis Terrae University, Chile.

I learned Visual Communication and specialized in Graphic and Editorial Design.