

Tali Kojuman

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SKILLS

Technical: Figma, Adobe Creative Suite, G. Analytics, Hotjar, Wordpress, HTML/CSS

WORK EXPERIENCE

Product Designer

/ Sep-2023 to present

BrightLocal - Platform for Local SEO management (SAAS)

Hybrid- Brighton, United Kingdom

- Led platform experience design and integrated new branding into the product
- Mentored junior UX designers, providing guidance in their professional growth
- Conducted user testing and research to align brand strategies with user experience
- Led the Design System project
- Winner of the company awards twice
- Led the UX team for 2 months while waiting for a replacement

UI/UX Designer

/ Dec-2020 to Sep-2023

Fresh Relevance - Optimization Platform for e-commerce (SAAS)

Remote - United Kingdom

- Created wireframes, documented for developers, and performed QA
- Received Kudos and recognized as top employee for two quarters
- Implemented design system that improved UX and increased customer satisfaction
- Led cross-functional teams to deliver high-profile projects on time
- Developed accessible UX design guide with marketing team

Product Manager - Fresh Relevance (maternity leave cover) / Sep-2022 to Feb 2023

- Successfully led and managed the Visitor Details project, resulting in the redesign of a system component to address usability issues and improve functionality. Managed developers & stakeholders

UI/UX Designer

/ 6 months contract 2020

AEMS - Project Management Software (SAAS - Start-up)

Remote - United Kingdom

UI/UX Designer

/ 2018-2020

LogComex - Foreign Trade BI Software (SAAS - Start-up)

On site - Curitiba, Brazil

- Contributed to a 53% conversion rate within 4 months, exceeding sales goals and driving revenue growth
- Successfully managed the Marketing Team for a month, showcasing leadership skills outside of product responsibilities

- Delivered functional prototype during design sprint and conducted in-person client visits for comprehensive testing
- Played a vital role in 90% of LogComex system projects, demonstrating versatility and adaptability
- Led the Improvement Squad, driving innovation projects that improved processes and enhanced customer experience

UI/UX Designer Intern

6 months / 2016

Leankeep Software (SAAS)

On site - Curitiba, Brazil

EDUCATION

Postgraduate - Innovation and Entrepreneurship

/ 2019- 2020

Positivo University - Curitiba, Brazil

Summer Program: Innovation and Start-up Simulator

/ 2019

NYU - New York University - New York, United States

Awarded 70% scholarship (one of 500 out of 10.000 applicants)

Undergraduate - Graphic Design

/ 2016 - 2018

Curitiba University - Curitiba, Brazil

Exchange Program - UI/UX Design

/ 2017

IADE - European University - Lisbon, Portugal

Awarded 70% scholarship - 2nd highest grade student among the applicants

VOLUNTEER EXPERIENCE

UI/UX Workshop Teacher

/ 2018 - Present

Universities: Curitiba University, Positivo University

WorldPackers Volunteer

/ 2017

Countries: Belgium, Austria, Poland and Ireland (a month in each)

BEYOND WORK ACHIEVEMENTS

- Explored 27 countries across four continents, developing global perspective
- Published photographer with work featured in "Gazeta do Povo" newspaper
- Fluent in Portuguese