

Talia Malchin

A multidisciplinary designer with six years of professional experience, I merge creative expertise with an entrepreneurial spirit to create intuitive design solutions that resonate across digital and print landscapes. With experience in contract, in-house, and freelance settings, I craft brand experiences that are both visually exciting and strategically precise.

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Education

UNIVERSITY OF SOUTHERN CALIFORNIA

AUGUST 2017 - MAY 2021

Roski School of Art & Design - *Bachelor in Fine Arts*
Marshall School of Business - *Minor in Marketing*

Tools

ADOBE CREATIVE SUITE
FIGMA / SKETCH
HTML / CSS
LISTRAK / KLAVIYO
WEB BUILDERS
PROCREATE

Skills

BRANDING / IDENTITY
MOTION / ILLUSTRATION
UI / UX, WIREFRAMING
EDITORIAL DESIGN
FRONT-END DEVELOPMENT
PHOTOGRAPHY / STYLING
INDUSTRY RESEARCH
ASSET MANAGEMENT
PROJECT & CLIENT MANAGEMENT
PRESENTATION DESIGN

Interests

CROCHET
RUNNING
SOCCER
COOKING
GARDENING
GUITAR

Character Traits

DRIVEN
PROACTIVE
OBSESSIVE
METICULOUS
COLLABORATIVE
RESOURCEFUL

Professional Experience

UNCOMMON GOODS SENIOR BRAND DESIGNER BROOKLYN, NY | FEB 2025 - CURRENT

Served as the sole designer for paid social across all Meta placements, owning creative strategy end-to-end – developing and testing concepts across brand and performance objectives in direct partnership with the marketing team, driving over \$1M in incremental revenue in year one as recognized in company-wide performance reviews.

Drove the evolution of our visual identity by introducing refined typographic systems, custom illustration and motion graphics, and elevated layout strategies across print and digital platforms.

Developed strategic moodboards and pitch decks to align stakeholders and guide creative direction for key brand initiatives.

Managed production designers by providing interactive templates and reviewing campaign work and establishing scalable processes for asset production, project management, and QC.

Researched competitive visual trends regularly, using findings to pitch and prototype new visual treatments that moved the brand forward while staying grounded in core identity.

JONATHAN ADLER SENIOR BRAND DESIGNER NEW YORK CITY, NY | NOV 2022 - FEB 2025

Refreshed, built, and owned brand marketing identity as first hire into Brand Creative department

Collaborated with cross-functional teams to deliver impactful design solutions across promotional, retail, print, and web platforms.

Regularly worked directly with Jonathan Adler and senior leadership on high-profile print and event design projects, as well as official seasonal catalogs

Managed team of junior designers handling weekly email, SMS, and social media marketing production, overseeing end-to-end design deliverables

Reimagined and streamlined departmental workflows, significantly enhancing team efficiency and creative output

Led the design and development of a comprehensive B2B catalog for a predominantly D2C retail company, collaborating with senior leadership to gather, consolidate, and present critical information in an engaging format. Successfully launched a first-of-its-kind resource that significantly boosted B2B client engagement and acquisition, now prominently featured on the company's website and instrumental in attracting new business.

FREELANCE DESIGNER WEB AND BRAND DESIGNER PALO ALTO, CA (REMOTE) | NOV 2020 - CURRENT

Designed full brand and illustration systems for Lalou, an AI-powered children's storytelling app; developed multi-direction concept explorations, final illustration libraries, in-app integrations, and a high-fidelity landing page that established the product's visual foundation.

Built a comprehensive brand identity system for Wild Signal, an AI-native communications and data-intelligence agency; developed logos, typography, color, iconography, and digital collateral aligned with the company's strategic positioning and launch roadmap.

Partnered with early-stage founders and small businesses to create custom websites, brand identity packages, logos, and marketing assets, delivering cohesive design solutions across digital and print.

Collaborated with marketing agencies to extend and apply existing brand guidelines across campaign graphics, social templates, and cross-channel deliverables.

Led discovery sessions, industry research, and design brief development to define clear creative direction tailored to each client's business needs.

Managed end-to-end client communication, project timelines, and iterative feedback cycles to ensure on-time delivery and alignment at every milestone.

WIX PLAYGROUND ACADEMY WEB DESIGNER NEW YORK CITY, NY (REMOTE) | MAY 2021 - SEPTEMBER 2021

Accepted to exclusive 3-month program to beta test Wix's new professional designer and developer tool, Wix Studio, through hands on, real-world client work

Produced UI/UX assets, landing page, and styled photography of new product collection (later featured on official Instagram page) for quip®

Participated in 20+ interactive workshops led by seasoned design leaders aimed at refining skills in studio photography, styling, HTML and CSS, animation, UX design, SEO optimization, social media strategy, client management, and art direction