

Talia Malchin

A multidisciplinary designer with nearly five 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.

Portfolio: taliamalchin.com
Email: taliamalchin@gmail.com
Linkedin: [linkedin.com/in/talia-malchin](https://www.linkedin.com/in/talia-malchin)
Phone: 650.492.3158
Digital storefront: pickedfruit.com

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

JONATHAN ADLER SENIOR BRAND DESIGNER

NEW YORK CITY, NY | NOV 2022 - CURRENT

Refreshed and developed brand marketing identity templates as first hire into Brand Creative department, ensuring consistent visual communication across all channels

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

Worked alongside department head to refresh seasonal brand identity, develop team structure, and establish comprehensive processes for production, asset management, and print processes

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

Partnered with 50+ small businesses to design and deliver fully functioning custom websites, brand identity packages, logos, merchandise artwork, and wide range of marketing and social media materials

Collaborated with marketing agencies to expand and apply existing brand guidelines with marketing graphics and deliverables

Consult on brand positioning, logo and identity design, and company names for tech-based startups and small businesses

Oversaw client communications and project management with purpose-driven methodology including introductory discovery meetings, industry research, design briefs, and feedback sessions.

TIPALTI DESIGN MARKETING INTERN

SAN MATEO, CA | MAY 2019 - SEPT 2019

Designed email banners, resized artworks, and produced digital assets used across social media and web platforms, as well as internal infographics and presentation decks amid tight deadlines.

Wireframed web page designs for homepage and blog pages including iconography library expansion and information hierarchy decisions.

NEW DEAL DESIGN DESIGN INTERN

SAN FRANCISCO, CA | MAY 2018 - SEPT 2018

Spearheaded a 20-year archival initiative, revolutionizing the company's filing & naming system and establishing image and asset management

Collaborated strategically with Marketing Manager to develop high-impact client pitch decks, meticulously ensuring brand consistency through precise language alignment, artwork recoloration, and professional image retouching.

Additional Programs

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®

Worked directly with non-profit client *Winning Women Series* to ideate, design, and develop responsive website and brand identity assets for social media, events, and promotional campaigns

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