

Niquita Taliaferro

An experienced product designer exploring how strategy, visual systems, and storytelling can harmonize in digital interaction.

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Professional Experience

Experience Designer

Language Dept., New York, NY

Dec 2016 - Present

Collaborated as part of a team of eight with client leadership to solve project-based business challenges.

HUNGRYROOT

Researched and consulted on strategy to pivot the direct-to-consumer food startup into a healthy, personalized grocery subscription. Redesigned Home, Onboarding, Philosophy, and parts of the Account page to align with the new business model resulting in increased engagement and customer acquisition.

COMSCORE

Defined requirements and UX/UI design for comScore Media Plan Essentials, an enterprise product created to support ad buying in the United States. The product was licensed to both Democrat and Republican campaigns in the 2016 Presidential election.

DESIGN WITHIN REACH

Developed the visual system and designed onboarding, home, and dashboard experience for a B2B eCommerce product. The product serves the Design Within Reach Contract Division and supports Account Executives in sales & relationship management and client project management.

CANOPY

Developed brand questionnaire and conducted landscape and user research which shaped verbal and visual brand language. Designed and built the first iteration of the company homepage.

Digital Systems + Operations Manager

Language Dept., New York, NY

Jan 2014 - Dec 2016

Researched and implemented new software and tools, managed client communication and calendar, bookkeeping, and HR administration for a design practice of six. Contributed to client work as needed; developing brand strategy, naming, copywriting, proofing printed matter, art and media buying, and photoshoot production.

Studio Manager

Prestone Media Group, New York, NY

Jul 2013 - Jan 2014

Directed studio operations for an NYC-based print and retouching studio; responsibilities included bookkeeping, human resources, and benefits administration.

Digital Communications Manager

Demestik, New York, NY

Aug 2012 - Dec 2016

Managed digital communication strategy across web, social media, and email. Designed the company logo, email templates, banners, IG content and developed art direction setting tone for new collections.

Education

Bloc

UX + Frontend Development
2015-2016

Norfolk State University

Fine Art
2002-2006

Skills Summary

Research

Card Sorting
User Interview
Survey Design
User & Landscape Research
User Flows
User Stories
Usability Testing

Design & Brand

Art Direction
Copywriting
Design Systems
Illustration
Information Architecture
Naming
Product Design
Service Design
Strategy
User Research
Visual Design
Wireframing

Tools

Balsamiq
Draw.io
Figma
Illustrator
InDesign
InVision
Keynote
Photoshop
Sketch
Zeplin

Technologies

CSS3
Git
HTML5
JavaScript
jQuery