

CRYSTAL TALLEY

UX/UI DESIGNER

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EXPERIENCE

Johnson & Johnson, Remote — UX/UI Designer

MARCH 2022 - PRESENT

- Responsible for the digital user experience and interaction strategy and design across three medical products currently under development.
- Implement and grow a digital design system focused on embedded interfaces for the growing family of J&J peri-operative surgical solutions.
- Elevate design consistency across digital and physical touchpoints. Improve the design process and outcome to better serve user, business, and team needs.
- Collaborate with and help grow the project teams' digital user experience design capabilities and Implement UX/UI design best practices.
- Design, build and organize the UI component library for surgical display screens.

The Moment Studio, Remote — UX/UI Designer

SEPTEMBER 2021 - MARCH 2022

- Collaborated in Agile with the design team and developers to execute end-to-end experiences for clients with thorough UX/UI and user-centered processes for mobile and desktop.
- Created sitemaps, user flows, sketches, wireframes, style guides, and low/ high fidelity mockups, conducted usability testing, and created prototypes in Axure RP, Figma, and Invision.
- Conducted user interviews, surveys, and usability studies. Built personas, user journey maps, and empathy maps.
- Lead design collaboration meetings, and facilitate communication between the client and design team with Jira.
- Present work to internal stakeholders and deliver designs within deadlines with Jira.
- Conducted Competitive Analysis, Market Assessments, and Heuristic Evaluations.
- Implemented Research Strategies, and built Information Architecture. Experience designing CRM such as Salesforce.

Crystal Talley, Various — Owner

AUGUST 2009 - PRESENT

- Provided design services across digital, video, and print for 25+ clients in the tech, retail, and hospitality space
- Designed custom artwork, layout, and typography using AdobeCC; edited proofs to meet brand standards.

EDUCATION

Avocademy, Miami, Fl. — Certification

UX/UI Design Bootcamp

Full Sail University, Orlando, Fl. — Master's of Fine Arts

Media Design

INDUSTRY KNOWLEDGE

Product Design
UX/UI
Interaction Design
Wireframing
UX Flows
Journey Mapping
Design Systems
Style Guides
Rapid Prototyping
Design Research
Human-Centered Design
Information Architecture
Heuristic Evaluations
Agile
Jira

TOOLS & TECHNOLOGIES

Figma
Axure RP
Sketch
Adobe XD
Invision
Adobe CC
Miro
Google Analytics
Using Guidelines
Prototyping

BASIC KNOWLEDGE

CSS, HTML, Java, React

SOFT SKILLS

Communication
Leadership
Collaboration
Problem Solving
Presentation
Flexibility
Research & Development

CERTIFICATES

Avocademy
Agile