

# tal yaari

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## CERTIFICATES

### UX Design Institute

Professional Diploma  
in UX Design

### Georgetown University

Social Impact Storytelling

## EDUCATION

### State University of New York at Geneseo

Bachelor of Communications  
– Journalism & Media  
Advertising (2011-2015)

### Bath Spa University

Graphic Communications  
(2011)

### Huntington School of Fine Arts

2-D Design (2008-2010)

## PROFESSIONAL SKILLS

Adobe InDesign, Adobe  
Illustrator, Adobe Photoshop,  
MailChimp, Salesforce, UX/UI  
Design, PowerPoint, WordPress,  
and photography.

## PROFESSIONAL EXPERIENCE

### Graphic Designer *Gartner* | 2019 - Present

- Collaborated with the Senior Vice President of Research & Advisory to design a unique, high-profile, e-book about the Future of AI. This deliverable is to be disseminated across the organization and is a key part of Gartner's messaging about AI.
- Worked closely with leading researchers and presenters to design engaging presentations for Gartner conferences and webinars.
- Developed and implemented department-wide trainings and initiatives.
- Mentored and trained junior designers and new hires.
- Created data visualizations that support Gartner's research, driving client engagement and retention.

### Senior Communications Associate *Convergence* | 2017 - 2019

- Served as Brand Guardian for Convergence, launched a successful rebrand campaign and managed all brand assets.
- Managed Convergence's website and monitored Google Analytics to gain insights and track KPIs.
- Orchestrated social media content and monitored trends.
- Designed newsletters, PowerPoint presentations, and project reports for print and online use.
- Created blog posts, press releases, and short videos.
- Coordinated with other departments to put on several successful, large-scale events.
- Supervised and created a curriculum for interns.
- Provided administrative support.

### Graphic Designer *Haute Papier* | February - October 2016

- Created unique stationary products by preparing layouts, sketches, and mock-ups to illustrate new product concepts.
- Mastered the process of digital proofing for couture stationery, in addition to overseeing the process which involved printing, layout, and quality control.