

# Maryam

# Talal

## UX & Brand Designer

I thrive on the intersection of aesthetics and functionality. Driven by curiosity, I am always observing, learning and looking for problems to solve. I truly love what I do!

English ●●● Arabic ●●● Spanish ●●●

### Contacts

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### Skills

- UX research
- User testing
- Journey mapping
- Information architecture
- Wireframing
- Prototyping
- UI design
- Illustration
- Brand design
- Interaction design
- Motion graphics
- Design system
- Design sprints
- A/B testing
- Usability testing

### Tools

- Figma, Sketch, Adobe Illustrator, After Effects, Premiere Pro, Moengage, Clarity, Lokalise, Miro, Notion, Jira

### Experience

#### Product Designer

Sync Music Lab, Nov 2023 – Present

- Created the brand identity for a new product that connects musicians and artists with music supervisors and allowing them to submit their tracks for feedback and distribution.
- Designed two sides of the web-based product – the artist's side and the music supervisor's side (as well as the master's side which has additional controls).

#### UX Intern

Lumi Rental, Nov 2023 – Present

- Perform user research and data analyses to learn about our customers' journeys and enhance their rental experience.
- Investigate and solve user experience issues in Lumi's car rental application as well as the used car sales application.
- Brainstorm with the team about future developments in the product.

#### Graphic Designer

Signs Station, Aug 2022 – Oct 2022

- Designed logos, store front signs, window graphics, business cards, billboards, posters, vehicle decals, T-shirt prints, etc.
- Prepared files for printing and production.
- Contributed to marketing material creation.
- Assisted in production processes.

#### Package Design Intern

Forest Nation, July 2021

- Developed designs for eco-friendly tree-planting kits in various sizes and quantities, including illustrations for tree-planting pouches.
- Produced presentations for the Forest Nation team.

### Education

#### UX Certification

Barcelona Code School, Barcelona  
Nov 2022 – Jan 2023

#### Bachelor of Design

York University & Sheridan College, Toronto  
2018 – 2022

#### RGD Mentorship

Association of Registered Graphic Designers, Toronto  
2021 – 2022

#### Spanish Proficiency Certification

York University, Toronto  
2019 – 2022