

T. Taneisha Kirchner

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Bio

An experienced design professional offering six years of hands-on experience in all forms of product design. Has worked on and delivered strategic and beautiful designs that drive inventive and intuitive experiences. Composed under pressure & excels under tight timelines, self-sufficient & collaborative with teams. Provides innovative problem solving and ideas in a senior role.

Clients & Brands

StockTwits, Flywheel Sports, HSBC, Clif Bar, Verizon, NBA, Ann Taylor, Michael Kors, Manhattan Mini Storage, Kenneth Cole, Rihanna, Perfumania, Univision, Seagrams Gin, Perfect Strangers, Tufts University, Harvard University, College of Saint Rose

Skills

UX/UI/Product Design, Interaction Design, Responsive Web Design, UX/UI App Design for both Android & iOS platforms, Wireframing, Prototyping & Usability Testing, Storyboarding, Branding, Design & Art Direction, Currently dabbling with Illustration

Tools

Sketch, Zeplin, ProCreate, Invision, Adobe Creative Suite, Wordpress, Semplice, Squarespace Basic CSS/HTML

Honors & Awards

Webby Awards Honoree 2017 — My Verizon App, American Advertising Federation, The Albany Ad Club, Adweek Talent Gallery

Education

Bachelor of Fine Arts, Graphic Design
The College of Saint Rose, May 2014

StockTwits | Senior Product Designer

Fall 2018 – Present

Leading design efforts to create, optimize and maintain a UI/UX design system. Working with a multifaceted team to strategize, ideate, conceptualize and create new product features across the StockTwits Core iOS app and desktop and mobile web experiences. Collaborating with a team of developers and product owners to ensure that the product vision is seen through full build, testing and future iterations. Helping to evolve the design team structure, process and culture.

Flywheel Sports | Lead Product Designer

Fall 2017 – Fall 2018

Worked with a multifaceted team to conceptualize and execute new product features for all Flywheel Sports platforms including the iOS and Android apps, at-home-bike tablet app and website. Responsible for all design systems and enforcing those systems across all platforms. Worked directly with a team of developers to see product vision through to full builds and beyond. Strategized high-level product goals with stakeholders. Informed product design roadmaps. Collaborated with marketing team to translate campaigns and ideas across all platforms.

AnalogFolk | Senior Designer

Winter 2017 – Fall 2017

Led design efforts to redesign, optimize and hit major KPIs on HSBC's internal Staff Front End platform. Worked with a team of designers to concept, sketch and build low to high fidelity wireframes that would become the end product. Delivered a first in class user experience. Provided direction and insight on creative and business initiatives.

AKQA | Designer

Fall 2015 – Winter 2017

Established design guidelines that would be followed in the creation of the My Verizon App. Led UI design initiatives that paved the way for the complete UI system of the app. Helped create user flows and wireframes of what would become the end product. Concepted and executed creative content that delighted and surprised users. Stimulated a new era of customer connection by developing a new in-app experience.

Ready Set Rocket | Junior Designer

Spring 2014 – Fall 2015

Collaborated with Art Directors, Copy Writers and Strategists to form creative solutions for client pitch work. Developed design solutions from concept through delivery and launch of apps and websites. Developed wireframes and style-guides for various clients. Concepted and executed website and social media advertising campaigns.

Freelance Designer & Art Director

Fall 2013 – Present

Provided high-level direction to creative teams. Shaped brand identity/digital communications strategy for emerging companies through research, thought leadership and workshops. Created unique content based on client needs.

2Communiqué | Junior Designer

Fall 2013 – Spring 2014

Concepted and designed layouts for magazines and publications. Created information graphics to support publication designs.