



TALIA MANGEYM
Creative • Clever • Fanatical

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EXPERIENCE

SharkNinja | Associate Creative Director

2021-present

SharkNinja | Sr. Art Director

2015-2020

- Lead design for mobile and desktop website, from wire frames to workflows for user experience, content strategy & creation, email, social media, and video assets
- Influence cross-functional teams to develop strategy and positioning for new products, including: manifestos, product stories, and marketing campaigns in direct-to-consumer and retail channels
- Collaborate with Brand Marketing, Product, Engineering, Consumer Insights, Digital and Creative team members from beginning stages to final execution for ongoing and seasonal campaigns
- Oversee outside agency to develop UI kit, templates, and modules for e-comm site
- Provide art direction and feedback to junior creatives and freelancers
- Developed photography perspective for Shark and Ninja brands

Vistaprint | Associate Art Director

2012-2015

- Provided creative direction in various mediums including direct mail, desktop and mobile email, online display, social ads and the Vistaprint website.
- Collaborated with all functions of the business to develop global product launches including copywriters, marketing managers, UX designers, SEO experts, strategists, account managers and creative directors.
- Responsible for interviewing and hiring freelance designers and full-time employees across functions.
- Managed a team of designers, production artists, freelancers and directed creative work outsourced to India.
- Worked on the front line of Vistaprint's global rebrand, establishing color pallet, corporate typeface, design methodology, graphical elements and templates to promote efficiency.
- Collaborated in the development of Vistaprint's global photography perspective, identifying the strategy and providing shot lists, on-set art direction, and overseeing post-production editing.

Vistaprint | Senior Designer 2011-2012

- Partnered with copywriters to concept global product launches, sales and events that resulted in the execution of style guides, photo shoots and the creative development of email, print, social ads, online display and web assets.
- Appointed as a key stakeholder in the selection of the company's digital asset management system, and developed file maintenance and management best practices.

Raytheon | Graphic Designer II & Digital Signage Content Manager

2006-2011

- Managed projects from concept to creation, establishing teams, timelines and cost expectations.
- Created global campaigns and designed plasma screens, magazine ads, posters, data sheets and more.
- Defined processes for digital messaging and maintained a global digital signage network.
- Collaborated to develop corporate identity guidelines, traveled to support executives at forums and tradeshow and became a Six Sigma Qualified Specialist.

SKILLS

- Proficient: Adobe CC, Scala IC5 Manager/Designer, Keynote, Powerpoint, and illustration
- Working knowledge: Flash, Dreamweaver, After Effects, HTML/CSS, and Digital Photography

EDUCATION

N.E. Institute of Art | Web Development Certificate

N.E. School of Art & Design at Suffolk University | Graphic Design BFA