

tatiana kligerman, experience strategy & design

+1 (646) 460-7062 New York, NY ~ contact@tatianakligerman.com ~ tatianakligerman.com ~ linkedIn.com/in/tatianakligerman

about me

I've been building connections between brands and customers for over 20 years.

Inspired by data, business challenges and missed opportunities in the customer journey, I lead the strategy and design of compelling narratives across channels.

A job that's about telling a story while orchestrating multiple touch points, taking into account both user and brand needs—and I absolutely love it.

i'm known for...

- Being a creative problem-solver
- Providing innovative insights
- Having excellent communications skills
- Being flexible, adaptive & mature

work

SENIOR STRATEGIST, CUSTOMER ENGAGEMENT AND EXPERIENCE @ GLOBANT, FEB '17 - TODAY (USA)

Clients: NBA, Shutterstock, Citibank

Supported by design thinking methods that bring customers' perspectives to the center of product, service and communication engagements, I create change in companies by turning customers' findings into insights and actionable recommendations.

ASSOCIATE CREATIVE DIRECTOR, UX/UI STRATEGY & DESIGN @ AVON PRODUCTS, INC., APR '14 - FEB'17 (USA)

Responsible for leading UX & UI strategy to transform the AVON Sales Representative's experience across all digital touch points (communications & transactional). Deliverables include strategic rationales, high-fidelity interactive prototypes and flows.

FOUNDER / STRATEGY & UX DIRECTOR @ KLUE INTERACTIVE, MAY '07 - MAR'14 (USA & BRAZIL)

Clients: LLS (USA), Telefónica, Endeavor, Itaú, Santander, Ayrton Senna Institute

Clue provides solutions for the Brazilian market in Interactive Strategy and UX, successfully delivering user testing services, strategic rationales, high & low-fidelity prototypes, maps and specifications (to name a few).

INTERACTIVE ACCOUNT DIRECTOR FOR MOTOROLA LATAM @ DRAFTFCB, MAY '06 - FEB '07 (BRAZIL)

Client: Motorola Mobile Devices Latin America

As the head of the Motorola account, I led a team of 10-15 professionals in roles ranging from creatives to producers, developing online campaigns, websites and hotspots. My team managed the roll out of Hellomoto (customer portal) to six different countries.

DIGITAL STRATEGY DIRECTOR @ JWT, OCT '01 - FEB '06 (BRAZIL)

Clients: Ford Motors, Unilever, Diageo, AstraZeneca, TIM, Cadbury Adams

Working for pitches, I was instrumental in helping the agency land numerous marquee clients by delivering interactive insights to proposals. For clients, I led both Strategy and UX deliveries and supported creative and media teams along the projects.

CREATIVE & UX COORDINATOR @ AGENCIAClick/ISOBAR, DEC '99 - JUL '01 (BRAZIL)

Clients: Procter & Gamble, Whirlpool, Banco do Brasil, Nestlé, Telefónica

As a Creative Coordinator I managed a team dedicated to building interfaces for Portals. As a UX Coordinator, I established the agency's new UX department and its framework, methodologies and templates.

FOUNDER / CREATIVE DIRECTOR @ LIVINGPIX, SEP '96 - NOV '99 (BRAZIL)

Clients: Ford, Honda, Ponto Frio, Northeast Bank, Boavista Bank

After witnessing the birth of the WWW from an academic research institute ('94-'96) and being recognized as one of the very first awarded Brazilian web designers, I started my own web design agency — providing Interactive Strategy, Art and UX/UI services.

education

Branding (Continuing Education) | ESPM, Brazil '07

Marketing (Continuing Education) | ESPM, Brazil '03

Design: Graphic + Product (Bachelor) | ESDI/UERJ, Brazil '91-'95

awards

18 Brazilian and international awards include:

1 Gold Pencil at One Show Interactive '01 (USA);

1 Shortlist at Cannes (France) '00;

1 Finalist at London International Awards (UK) '00.

languages English (native) and Portuguese (native)

June, 2018