

tatiana kligerman

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I'm a highly experienced UX Strategist and Designer with a sharp eye for responding to business challenges with compelling experiences across channels, **driving UX teams to promote customer engagement** through expertly designed strategies, journeys and interfaces. Backed up by a long, diverse and successful (18 awards) history of digital projects, I lead initiatives in global/regional/local projects within a wide range of industries and have both client-side and agency/consultancy experience.

work

SENIOR STRATEGIST, CUSTOMER ENGAGEMENT AND EXPERIENCE @ GLOBANT, Feb '17 - July '18 (~1.5 years)

Clients: NBA, Shutterstock, Citibank, Rockwell Automation

By driving Design Thinking strategies and workshops that bring customers' perspectives to the center of product, service and communication engagements, I lead the delivery of insights and actionable recommendations that create change in companies.

ASSOCIATE CREATIVE DIRECTOR, UX/UI STRATEGY & DESIGN @ AVON PRODUCTS, INC., ~3 years

Responsible for leading UX/UI Strategy & Design to transform AVON consumers' and representatives' experiences across all digital touch points (communications & transactional) — improving traffic, revenue, conversion, and loyalty.

FOUNDER / STRATEGY & UX DIRECTOR @ KLUE INTERACTIVE, ~7 years

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

Clue provides solutions for the Brazilian market in Interactive Strategy, Research and UX—serving companies directly and also partnering with agencies and consultancies.

ACCOUNT DIRECTOR FOR MOTOROLA LATAM @ DRAFTFCB, ~1 year

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 rollout of Hellomoto (customer portal) to six different countries.

DIGITAL STRATEGY DIRECTOR @ JWT, ~4.5 years

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 Digital Strategy and UX/UI deliveries and supported creative and media teams along the projects.

CREATIVE & UX COORDINATOR @ AGENCIACLICK/ISOBAR, ~1.5 years

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.

education

Industrial Design (Graphic + Product) @ UERJ, Brazil Bachelor Degree

Marketing @ ESMP, Brazil Continuing Education

Branding @ ESMP, Brazil Continuing Education

awards

18 Brazilian and international awards include

1 Gold Pencil at One Show Interactive and

1 Shortlist at Cannes.

languages

English (native) and **Portuguese** (native)