

# Talia Fisher

## Product & Design Leader

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### Skills & Expertise

- UX/UI Design
- Design Systems
- Accessibility
- Product Strategy & Roadmap
- iOS & Android
- Responsive Design
- E-Commerce
- A/B & Multivariate Testing
- User Research
- Requirements Gathering
- Design Documentation
- Information Architecture

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### Experience

#### Verizon

**Principal Design Manager, Design Systems**  
Design Manager, Design Systems

New York  
Dec 2020 - Present  
Sep 2017 - Nov 2020

Established the Verizon Design System (VDS), Verizon's first enterprise-wide design system, by garnering leadership buy-in and ongoing investment in a dedicated team to support it; Manage the VDS design team (11 designers, design technologists, content strategists, and project managers); Co-own the product strategy & roadmap with the VDS Engineering Lead; Established and continuously improve operational processes within VDS Design and the larger cross-functional VDS team; Forged partnerships with the Brand and Accessibility teams to support shared goals through collaboration and advocacy; Foster strong relationships within the design community to enable system adoption through a tiered support model; Accountable for all VDS design outputs including design requirements for coded React components, Sketch/Figma UI Kits, component & pattern usage guidelines, and communications strategy and collateral.

#### JackThreads

**Director of Product & UX**

New York  
Oct 2015 - Mar 2017 (company shuttered)

Stepped up to oversee all of Product (design, product, and QA) at JackThreads upon the company's split from Thrillist; Managed a team of 9 employees; Joined the company's leadership team and participated in business strategy, budget planning, and board/investor communications; Maintained a product roadmap that balanced the needs of our customers, internal stakeholders, and the company's bottom line; Maintained relationships with key partners such as Apple & Facebook, enabling us to participate in product launches (ex: Apple Pay for Web); Continued to lead all product design work.

#### Thrillist Media Group

**Lead UX Designer**

New York  
Dec 2014 - Sep 2015

Led product design work across all JackThreads and Thrillist properties; Produced all UX design deliverables including wireframes, user flows, and functional specifications for our responsive websites, iOS app, and Android app; Provided art direction and managed 2 visual product designers; Conducted A/B testing on all product features with iterative design tweaks as needed; Collaborated closely with product managers, developers, and QA to ensure that our product releases were timely and maintained a high standard of quality; Collaborated with graphic design and visual merchandising teams to ensure that our product design solutions satisfied business needs and maintained or reduced operational effort to support.

#### Razorfish

**Senior Information Architect**  
Information Architect  
User Experience Associate

New York  
Oct 2012 - Nov 2014  
Oct 2011 - Sep 2012  
Sep 2010 - Sep 2011

*Clients: Spotify, Uniqlo, Mercedes-Benz, smart, A&E, General Mills, Autoweek, Prudential*

Led UX work across multiple work streams for Uniqlo, one of our largest clients; Owned UX deliverables such as wireframes, flows, site maps, competitive audits, feature requirements & prioritization, and roadmap planning documents across a wide variety of projects; Established a new framework for designing and developing responsive websites that was adopted by other client teams internally; Collaborated closely with visual designers and functional analysts to craft final designs and functional documentation; Participated in tech sprint planning to ensure that development work was being prioritized balancing value against effort; Mentored junior UX designers on client projects and in our associate & internship programs.

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### Education

**University of Rhode Island**  
B.A. in Communication, Minor in Film Studies

Kingston, RI  
2004-2008