



Daria Taback

510-590-8290

daria.taback@gmail.com

dariataback.com

linkedin.com/in/dariataback

SUMMARY

Product Designer with a Design MFA and 6+ years of experience building complex web applications end-to-end. Skilled at creating design systems, researching, prototyping, and collaborating with developers and stakeholders.

EDUCATION

University of California, Davis

MFA, Design | Sept 2016 – Jun 2018

Oberlin College

BA, Studio Art | Aug 2006 – May 2010

EXPERIENCE

Flipcause

Lead Product Designer | Jun 2019 – Apr 2022

- Designed entire product platforms, features, and updates, accounting for dynamic customizations, responsive layouts, and variable devices.
- Initiated full product redesigns, creating new design systems and component libraries.
- Solved ambiguous, variable problems by collecting research and crafting flows, wireframes, and interactive prototypes with an iterative and collaborative method.
- Managed projects from inception to release, working with product management and engineering through development and quality assurance processes.
- Took ownership of the company's product design, setting measurable goals for its continued and future success.
- Led a design team with regular huddles, collaboration, and learning sessions.

Product Designer | Jul 2018 – May 2019

- Designed complete product platforms, features, and updates, creating sketches, user flows, personas, wireframes, and high-fidelity, interactive prototypes.
- Tested the product's efficacy in design and functionality across various customizations, devices, and resolutions.
- Collected product research through customer interviews, surveys, and beta testing.

University of California, Davis

Graduate Teaching Assistant | Sept 2016 – June 2018

- Assisted university-level design history and studio courses by writing curricula, teaching sections, grading, meeting with students, and providing logistical support for lead faculty.

Graduate Research Assistant | Jan 2018 – Mar 2018

- Analyzed research for graduate faculty in the Design Department.

Flipcause

Product Designer | Apr 2014 – Aug 2016

- Designed, tested, and updated the Flipcause user dashboard and dynamic, customizable campaign websites and widgets generated by the Flipcause software.
- Maintained the company's marketing website with new pages, redesigns, and updated assets.
- Contributed weekly to Flipcause's marketing blog at [The Modern Nonprofit](#) with nonprofit industry research and content writing.
- Designed print and digital marketing materials, including e-books and infographics with original illustrations.

California Nurses Association

Graphic Designer | Sept 2013 – Dec 2013

- Designed social media graphics for the Robin Hood Tax, a grassroots campaign working to support middle- and lower-income Americans.

Graphic Design Intern | Sept 2012 – Aug 2013

- Designed print and web materials for events, strikes, and daily collateral, including flyers, social media graphics, banners, placards, name tags, buttons, templates, forms, and brochures.

SKILLS

- Product Design
- Product Management
- Team Leadership
- Graphic Design
- Teaching
- Research
- Writing
- Illustration

TOOLS

- Figma
- Adobe CC
- InVision
- Jira
- Miro
- HTML & CSS