

# Taly Martins

UX/UI Designer

tmelo.com

469.343.8844

# howdy

I've dedicated over 14 years to the design industry, with 8 years focused on UX/UI. I bring approximately six years of valuable experience in the healthcare industry also valuable experience in online booking platform design, telehealth, and SaaS platforms to the table.. I currently serve as Principal UX Designer at Optum, where I collaborate closely with the marketing team to drive product sales on the B2B website. Previously, I held a position as Product Designer at Amwell and have spearheaded various side projects, including the design of a mobile app for Subway and the development of diverse SaaS applications in the beauty industry and business services.

I am self-taught, and I have a big passion for what I do, I jump all in to new projects and always give my best on all of the projects I am part of. I always seek to learn new skills and ways to continue to improve my skills and work.

To me, design extends beyond aesthetics; it involves understanding consumer needs, solving problems, and strategically positioning brands to both stand out and embody meaningful values.

## I am Taly Martins

### UX/UI Designer

Three little humans call me mom, and I'm the lucky wife of a guy who introduced me to this awesome industry! We live in the countryside, surrounded by a few acres, along with our adorable crew of 7 cats and 2 dogs. Life is pretty fun with my little crew!

**Languages:** English, Portuguese & Spanish.



# Some Tools I use

Design

Design management

User testing/Others

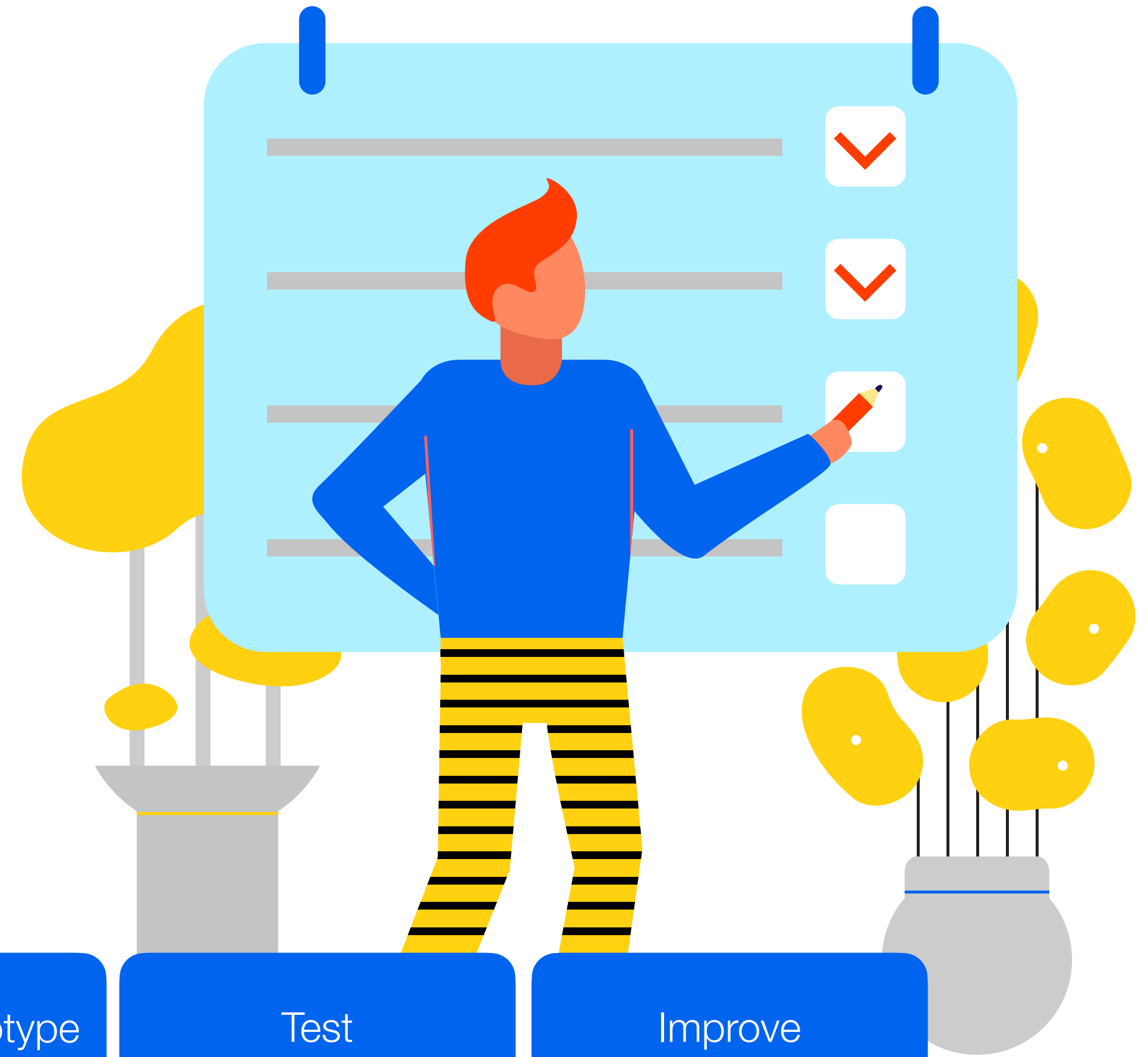
Project Management



*UX design is part art and science. It requires constant iteration and experimentation.*

# Thinking Process

*Design – isn't just pretty visuals,  
but a rather heavy problem-solving.*



Empathize

Research

Define

Design & Prototype

Test

Improve

# Empathize/ Understand

## *Understanding the problem*

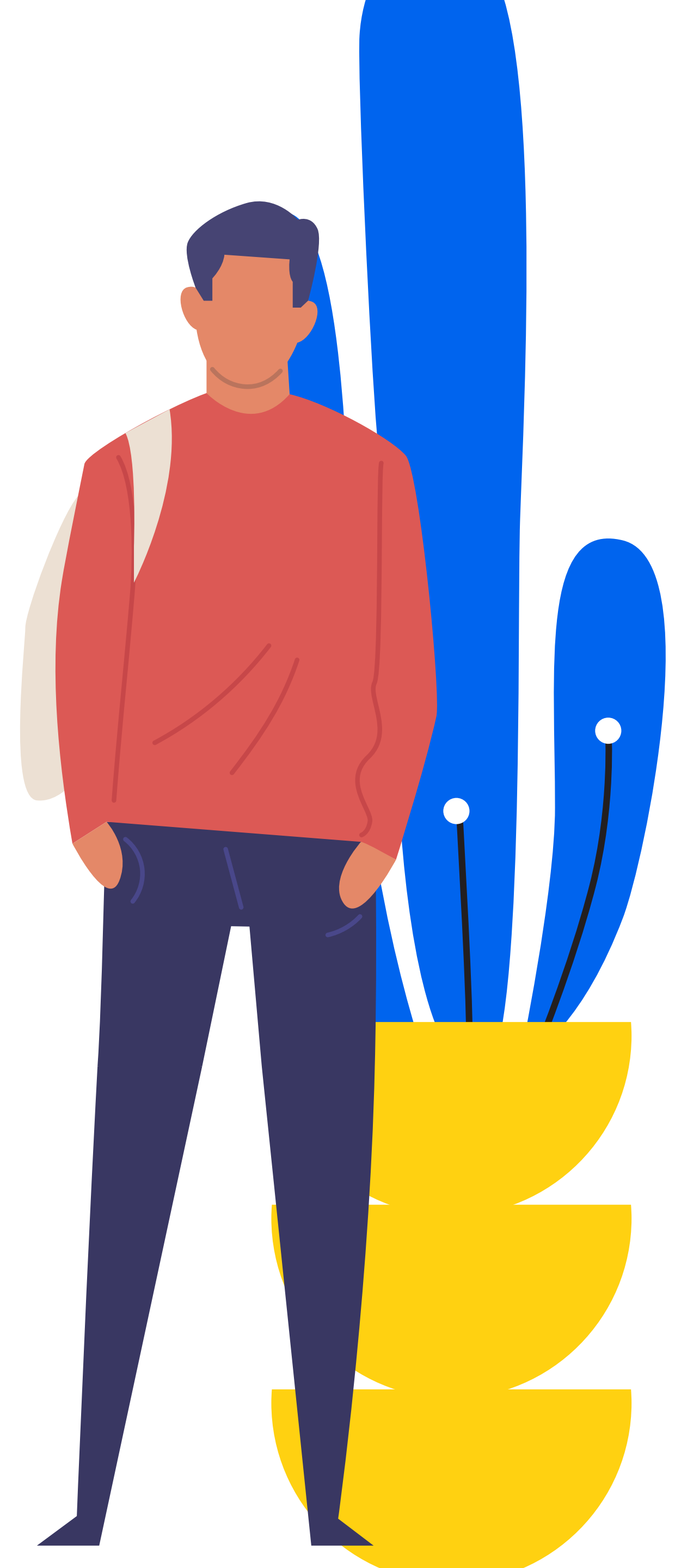
I tend to ask a lot of questions when I begin a project, as I want to ensure that I understand the real problem. As a natural problem solver, I tend to quickly get myself into that situation. How does the user feel? What is on their mind? What does the user hope to accomplish?

Then a persona is created.

**By empathizing with the situation, I can set aside my preconceived notions and gain a deep understanding of users and their needs.**

Tools usually used during this process:

*Heart* ❤️ & *Brain* 🧠



# Research

*Lots of research and finding existing solutions...*

As I work through this step, I tend to hoard a lot of information. I do this either by downloading numerous apps, browsing several websites in various verticals, or pinning things onto my Pinterest boards and sometimes even saving my favorites to my personal Notion page for future reference.

At this point, my focus is on gathering information about the problem, as well as other solutions that users have used.

Some methods used for research also could be: Interview 1:1, Surveys, Usability tests...

**Tools usually used during this process:**

*iPhone, Macbook Pro, Trello, Pinterest, Post its, Miro*



*“If we want users to like our software, we should design it to behave like a likeable person: respectful, generous and helpful.” — Alan Cooper*

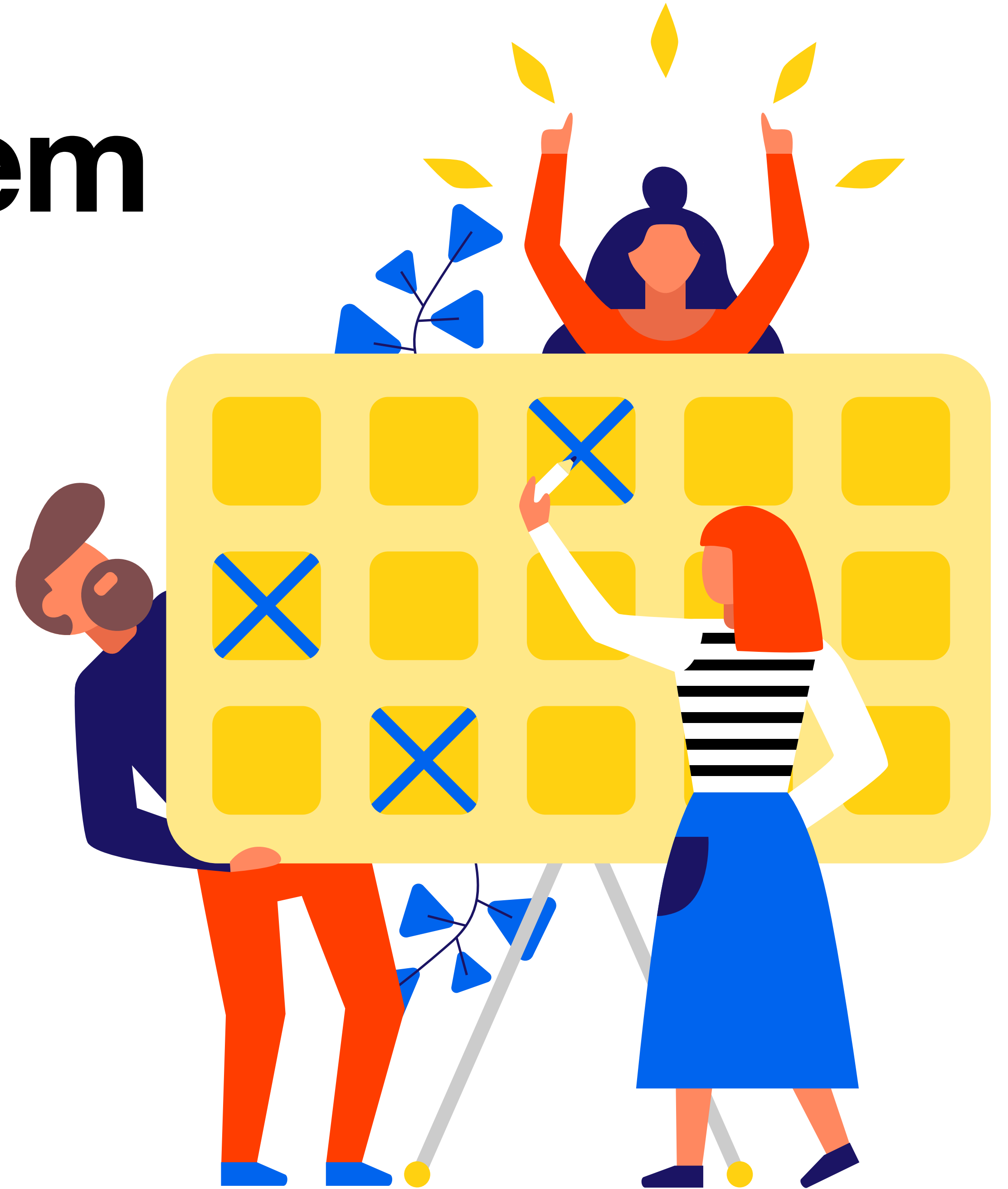
# Define the Problem

*What really is the problem here?*

The pain point is defined at this stage.  
How should the user experience look?  
Is there anything that needs to be fixed?  
How should we proceed?  
Could there be a better experience?

Tools usually used during this process:

*Notebook, Pen, and more post its.*



# Design & Prototype

*Let's finally start creating*

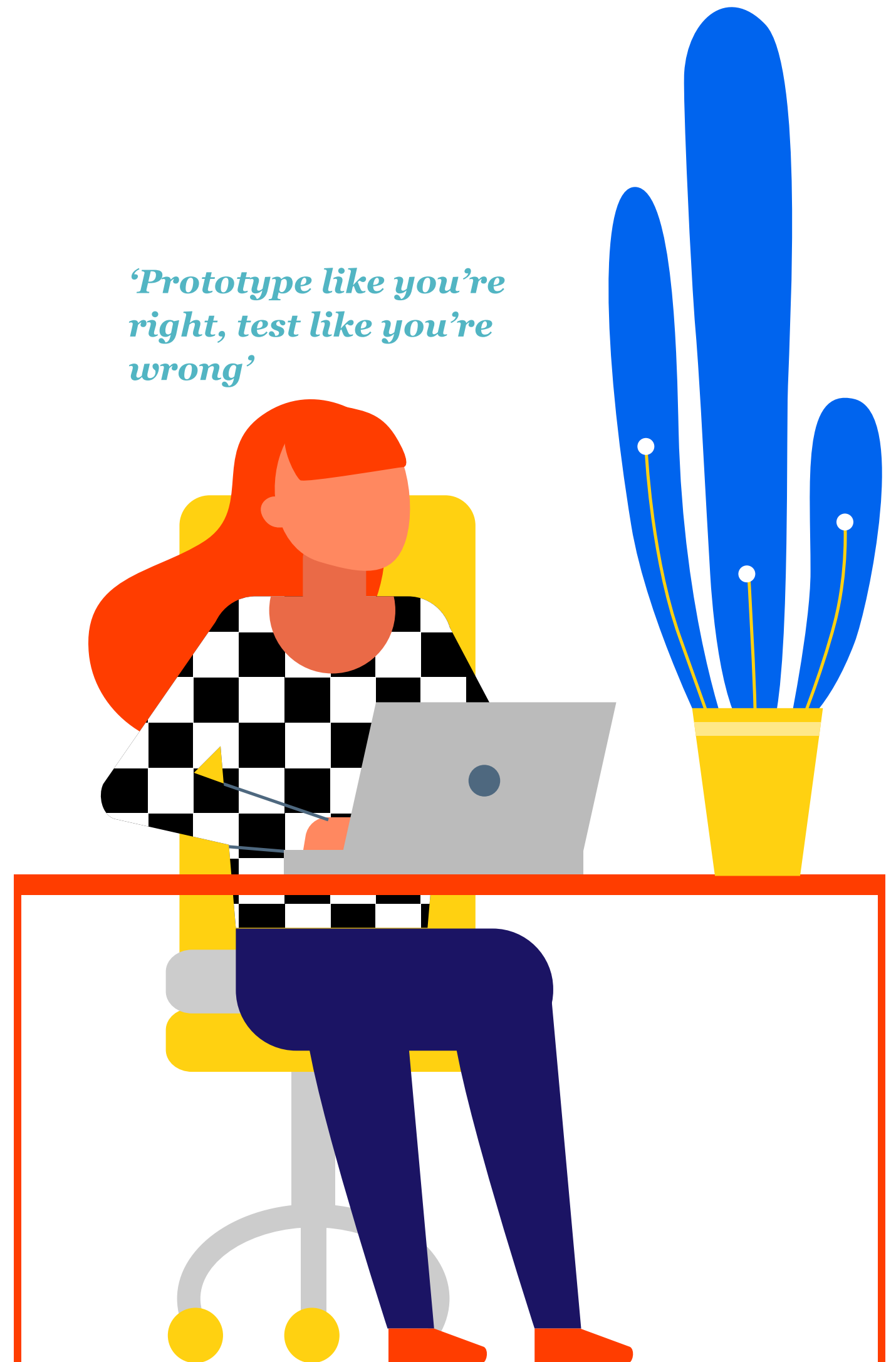
The next step is to create wireframes, screen flows, and the user journey. It takes a lot of brainstorming and innovative thinking. The more ideas, the better.

By prototyping I can sometimes discover new issues that need to be resolved. Then I can continue creating the prototype. Depending on the client and project I usually try to do a quick inexpensive mockup of how it would work. Some clients do prefer a more high-end prototype in this case it does take more time but once we test it we already have the design elements and can just work on adjusting the design to work better based on the user testing response.

By the time prototype is ready I have a clearer view of how the real users would behave, think, and feel when interacting with the end product.

Tools usually used during this process: *Pen, Sketch, [proto.io](https://proto.io/)/ Invision*

*'Prototype like you're right, test like you're wrong'*





# Test!

*Does it REALLY work well?*

## This is TRUTH time!

Did we really hit the mark? In this step, I find out if the flows and the initial designs are working, and if it is solving the user's initial problem. I enjoy creating A/B testing to see what works best but it depends on the project that I am working on. Testing reveals insights that may redefine the problem and we can go back and fix it before implementing the final findings.

Tools usually used during this process: [usertesting.com](https://www.usertesting.com) or [invision](https://www.invision.com)



# Improve & Finalize Design

*....and some times.... Repeat!*

Design puts ideas in front of users, gets feedback, refines the design and repeats this process until the client and I are both are satisfied.

Remembering that design is frequently mistaken for the artifacts it yields. Design is a site, a couch, or a smart phone. The condition is broken. Design isn't an artifact.

**It's a systematic approach to solving problems.**





# Recent highlights from my work across various industries



Prim and Prime Hair...

Your Site:  
[primandprimehairstudio.com](http://primandprimehairstudio.com)

Management

- 📅 Appointments
- 👥 Clients
- 👤 Staff
- ☰ Services

Marketing

- 🌐 Website
- ✉️ Newsletter

🏠 Social Media Library

All platforms

Facebook posts

Instagram Reels

TikTok

Others

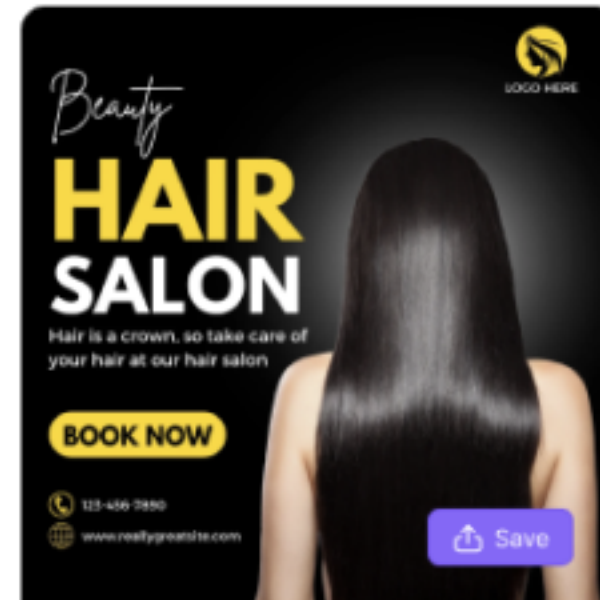
Settings

- 📅 Business
- 👤 My Account

Sharmaine

# Design Library

- All Facebook Post Instagram Reels Instagram Posts TikTok Others



Content Suggestion:

Transform your look and boost your confidence with a fresh haircut! Book your appointment now for a fabulous makeover. ✨ #HairTransformation #NewLook

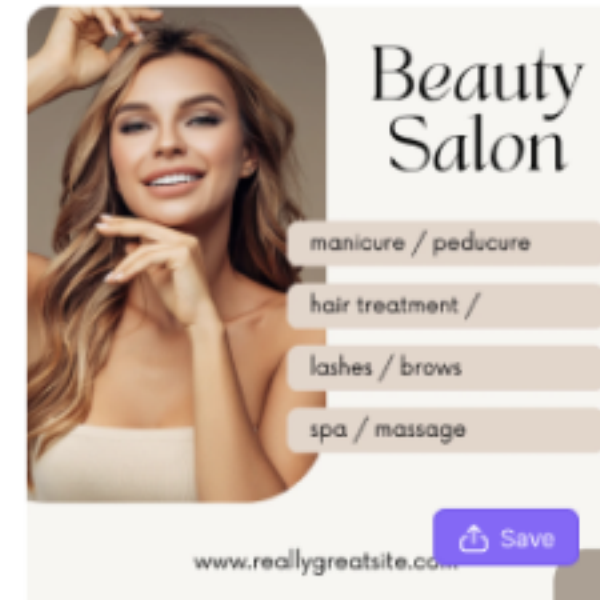
📄 Copy text



Content Suggestion:

Embrace the weekend with a chic haircut! Our skilled stylists are ready to give you the perfect style that suits your personality. Book your spot now. ❤️ #WeekendVibes #HairGoals

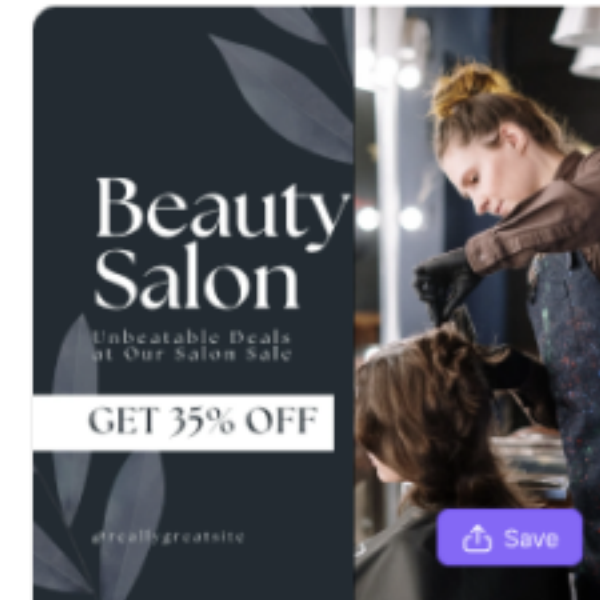
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Content Suggestion:

Get ready for spring with a fresh cut and style! Schedule your appointment now. 🌸 #SpringReady #HairRefresh

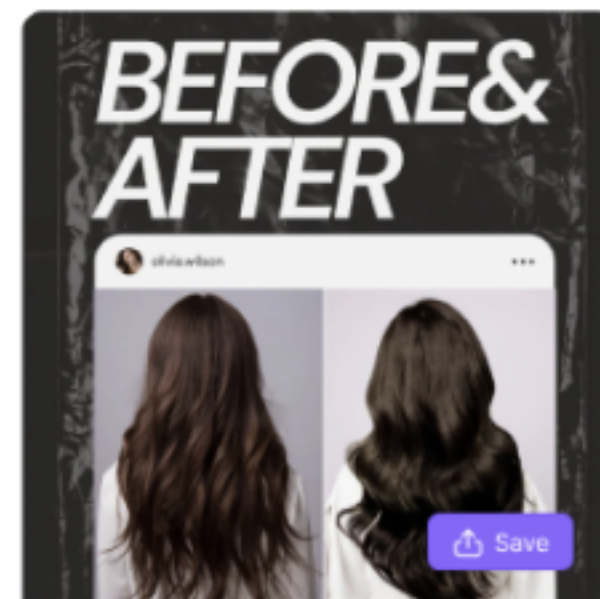
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Content Suggestion:

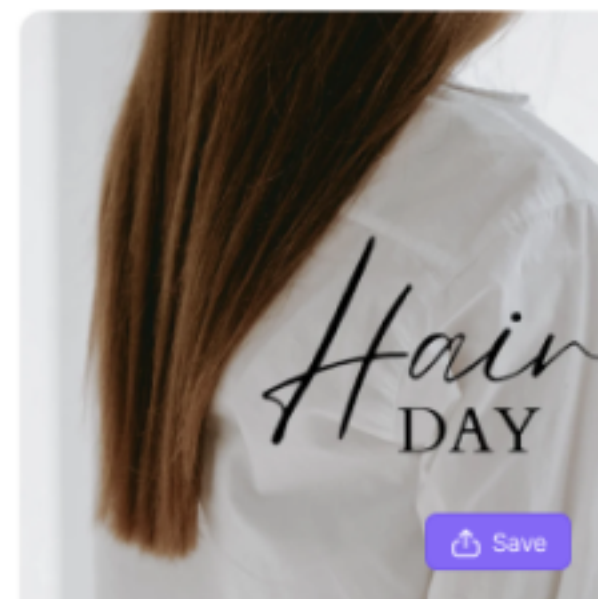
Got a special event? Let us work our magic on your hair! From weddings to parties, our stylists create stunning looks that steal the spotlight. ✨ #SpecialOccasion #HairMagic

📄 Copy text



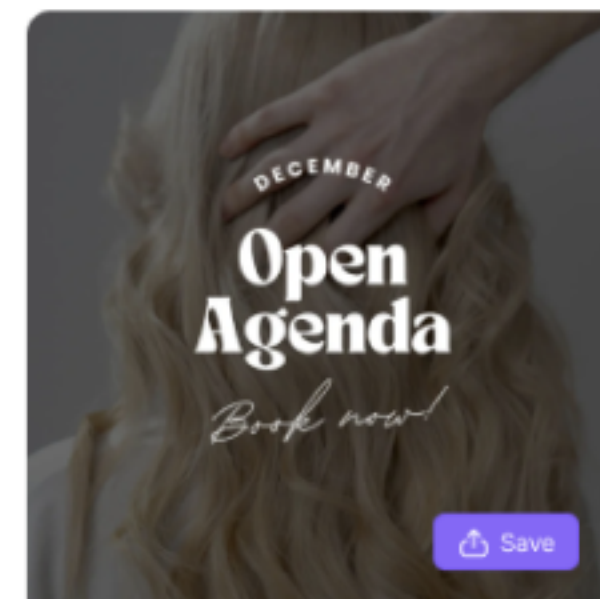
Content Suggestion:

Transform your look and boost your

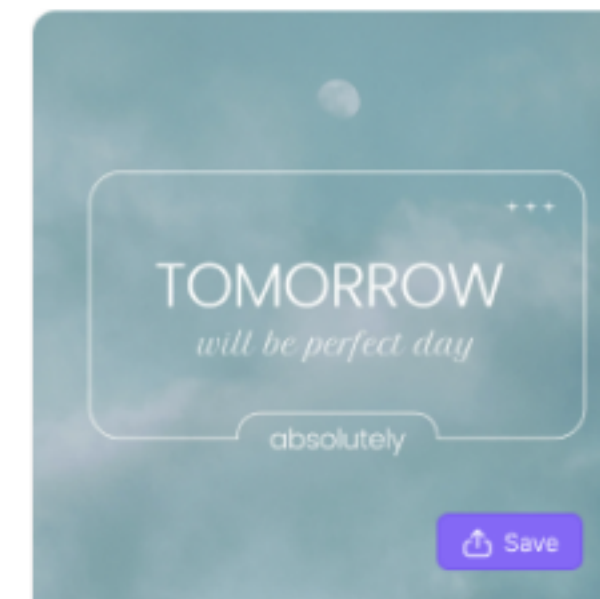


Content Suggestion:

Embrace the weekend with a chic

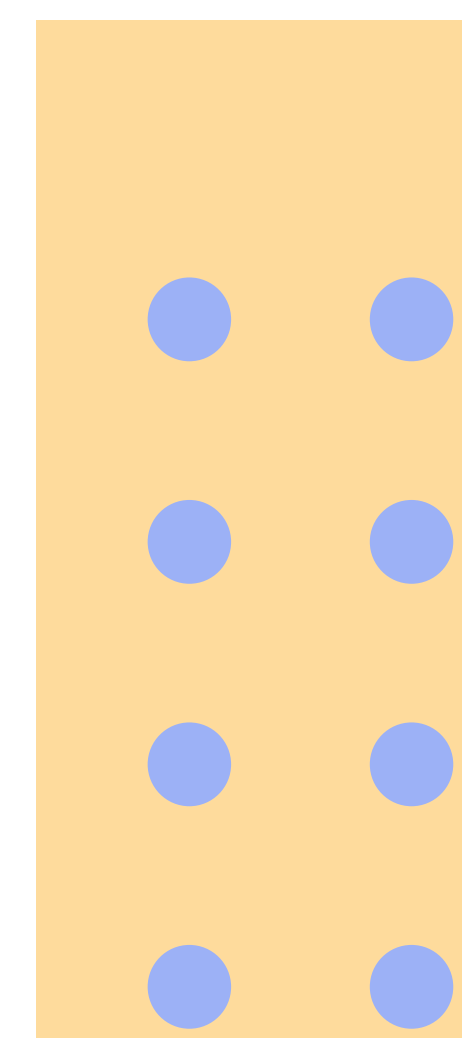


Content Suggestion:



Content Suggestion:

Got a special event? Let us work our



- Tickets
- Clients
- Contractors
- Team Members

## Welcome back!

Here's a list of your tickets for this month!

Filter ticket... + Status + Priority

Date	Client	Service type	Ticket title	Contractor
11/16/2023	Century Medical District	Repair	Resurface	Junia
11/21/2023	Century Medical District	Painting	Full paint checar por repairs	Rodrigo
11/22/2023	Century Medical District	Painting	Full paint checar por repairs	
11/16/2023	Cottonwood Ridgeview	Painting	Full paint	
11/20/2023	Cottonwood Ridgeview	Painting	Full paint	Igor
11/21/2023	Cottonwood Ridgeview	Painting	Full paint	David
11/27/2023	Cottonwood Ridgeview	Painting	Full paint	David
11/27/2023	Cottonwood Ridgeview	Painting	Full paint	
11/29/2023	Cottonwood Ridgeview	Repair	Fixed laundry room	
11/16/2023	Toscana Valley Ridge	Painting	Full paint	David
11/20/2023	Toscana Valley Ridge	Painting	Full paint	David
11/27/2023	Toscana Valley Ridge	Painting	Full paint	Igor

### Ticket Details

[← Go back](#)

#### Century Medical District → #2434

6162 Maple Ave 📍 Jenny Barbosa 👤 Feb 1, 2024 📅

#### Current Status:

Ready ▼

#### Title:

Full paint check for repairs

#### Property Name

Century Medical District

#### PO

1234345

#### Property Type

Apartment

#### Property Number

#1234

#### Square footage

1234

#### Service start date

Jan 20, 2024

#### When you need it ready by?

Jan 30, 2024

#### Service type

Painting

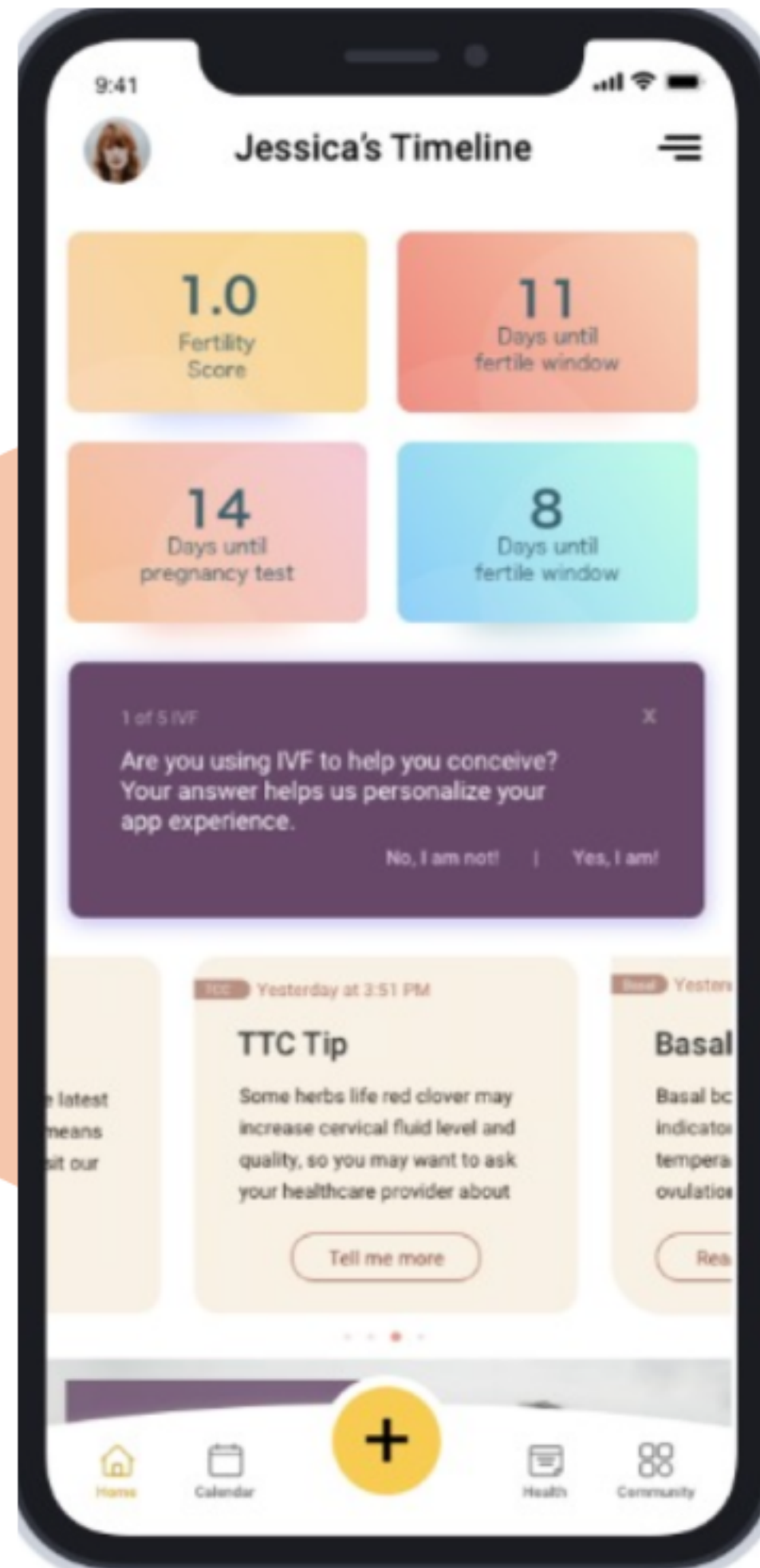
#### Contractor

Rodrigo

#### Description:

When you reach the apartment, focus on painting everything except the front door. This project needs to be completed by Feb 1st

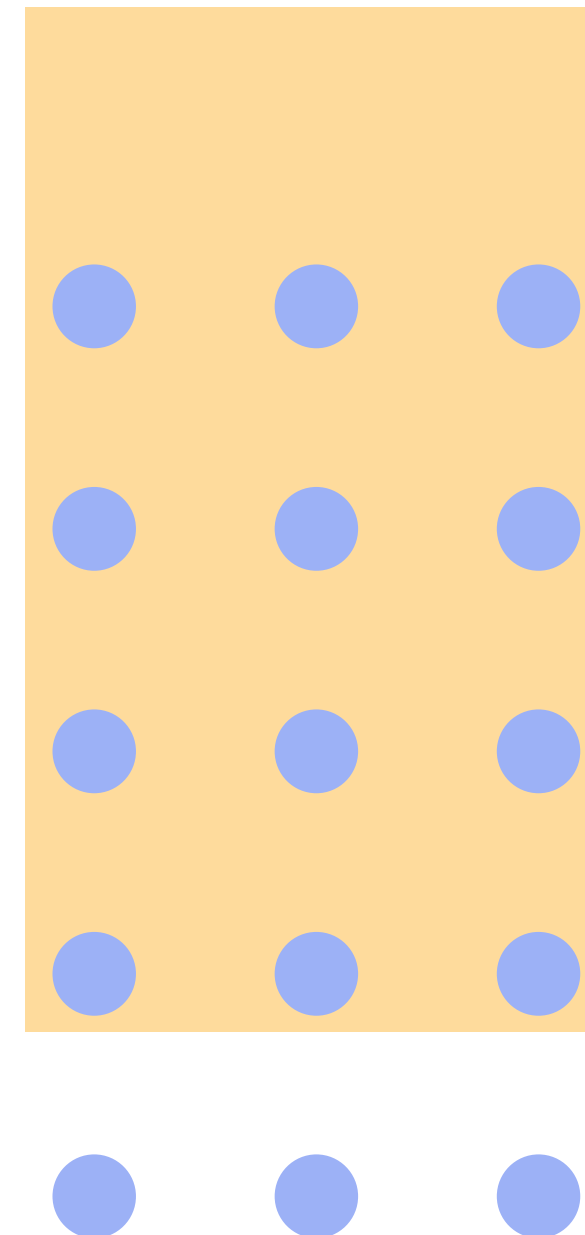
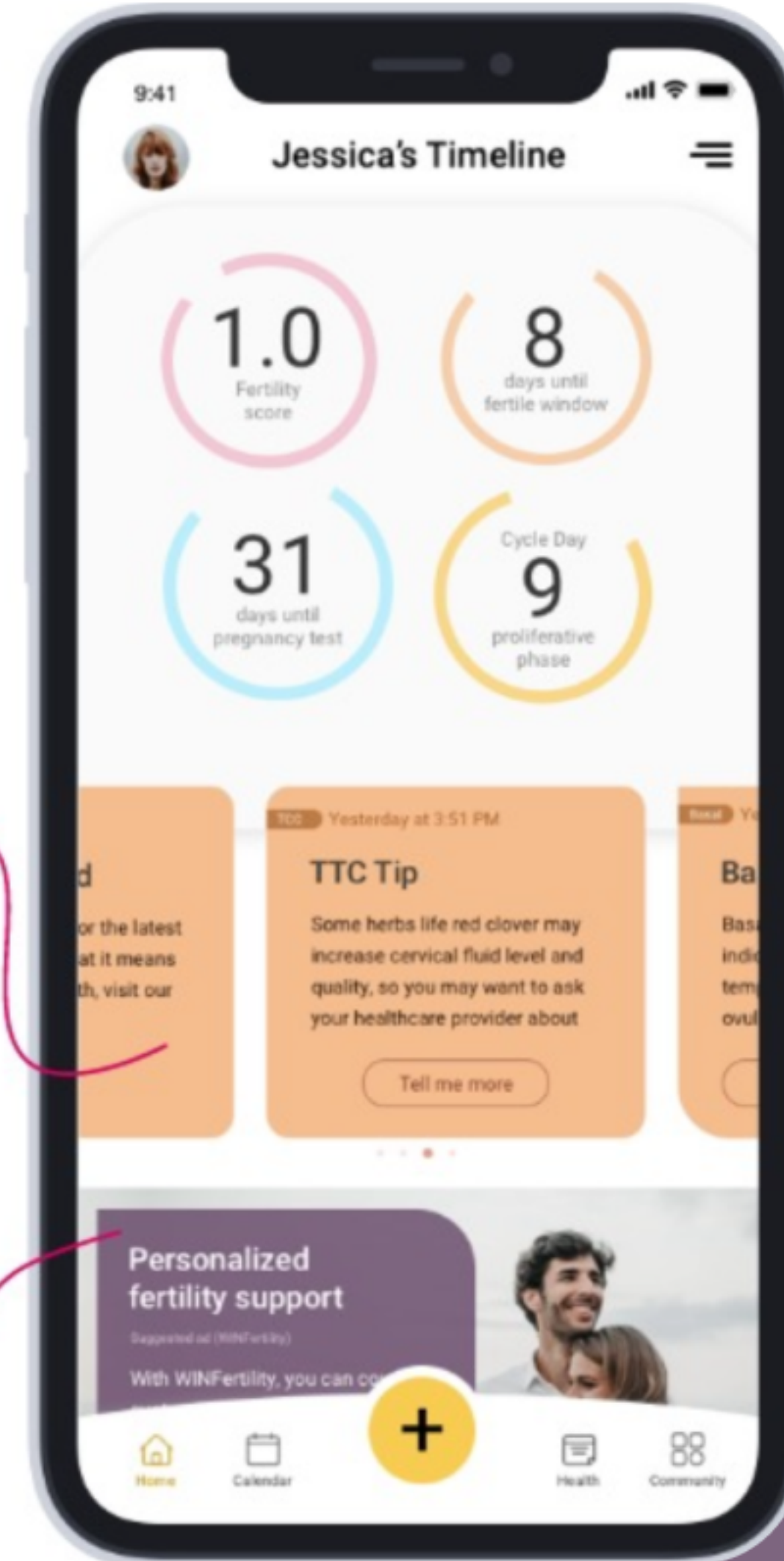
#### Note:



On this design I removed the "action/interaction" box so you can see a little bit of where the Ad will come in.

Bringing in orange: The color orange has symbolized fertility since ancient times. Created by combining red (love) and yellow (happiness), it's an uplifting, hopeful color.

I am not sure if we have control over the ad design that we use in the app. So this was just a quick one I redesigned that I was able to find in the app... But as you can see it flows well with the rest of the app.





**Let's see a little bit of  
it into practice...UX**



## TEAM

**Creative Director: David Hunter (Subway internal team)**

**UX/UI Designers: Taly Martins (Lead UX) & Nico Brassard**

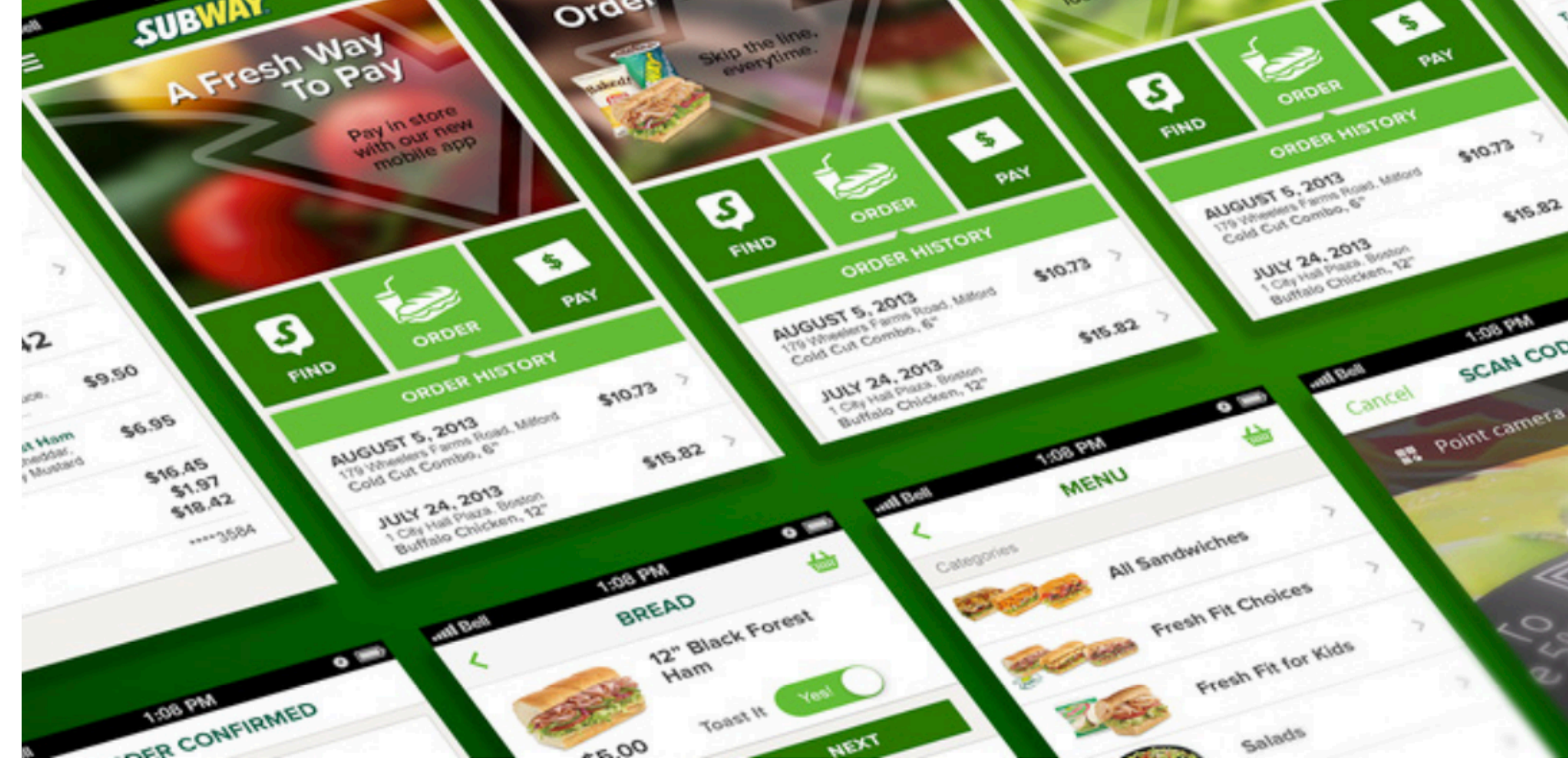
**Agilitee & Internal Subway design team**

**Date: 2018-2019**





# Subway's App Picker

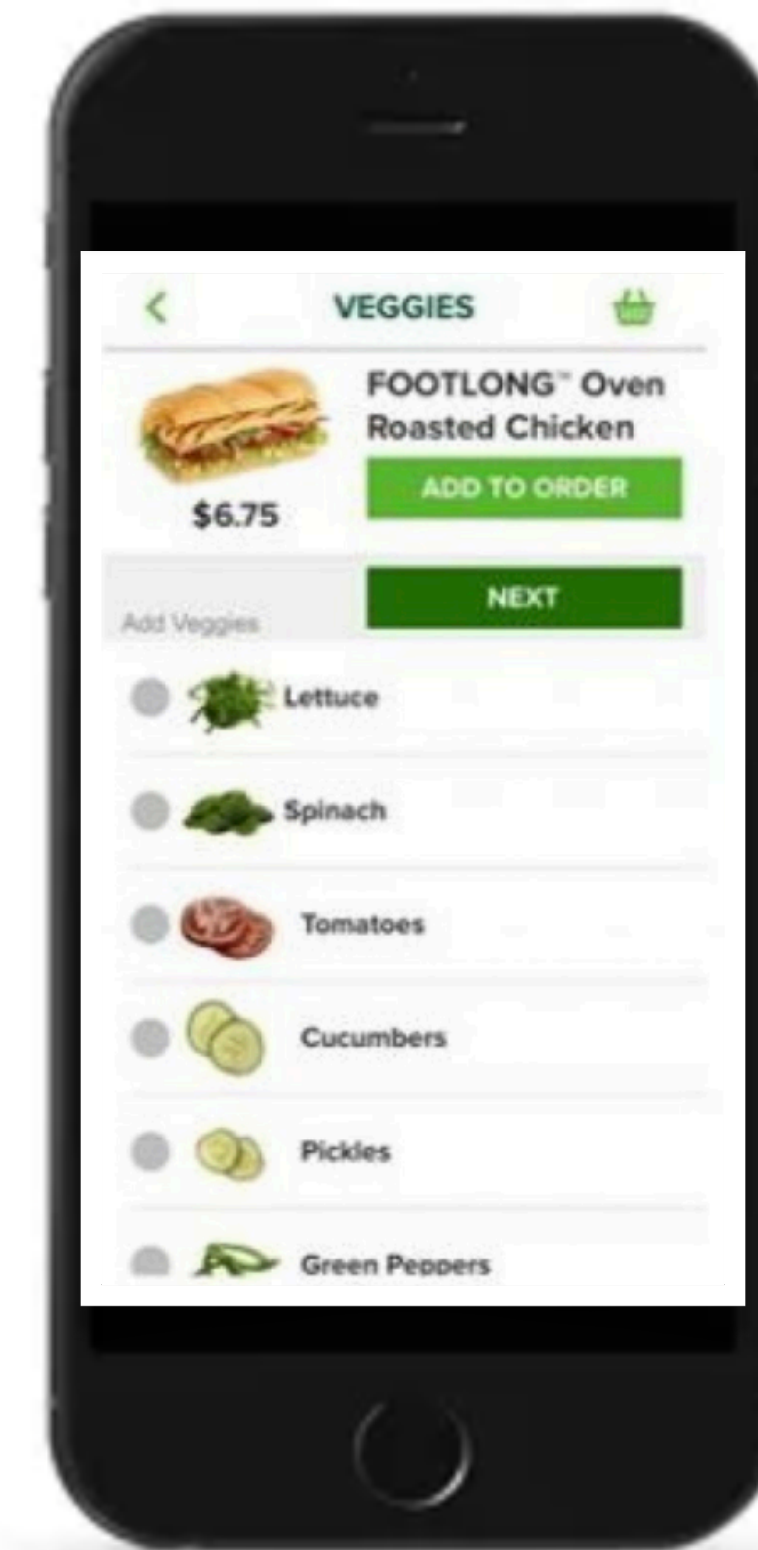


The picker as we called it internally also known as the “customizer” is the process that the user goes through to be able to order and customize their sub.

## Challenge

Users sometimes were unable to complete their sub order because the process was long and clients would just prefer to order when they got to the shop.

*When we started this engagement Subway's overall sales were down 19% and annual mobile sales were less than 1%.*





📍 SUBWAY HQ

**SIX"**

**FOOTLONG**

Six-inch and Footlong

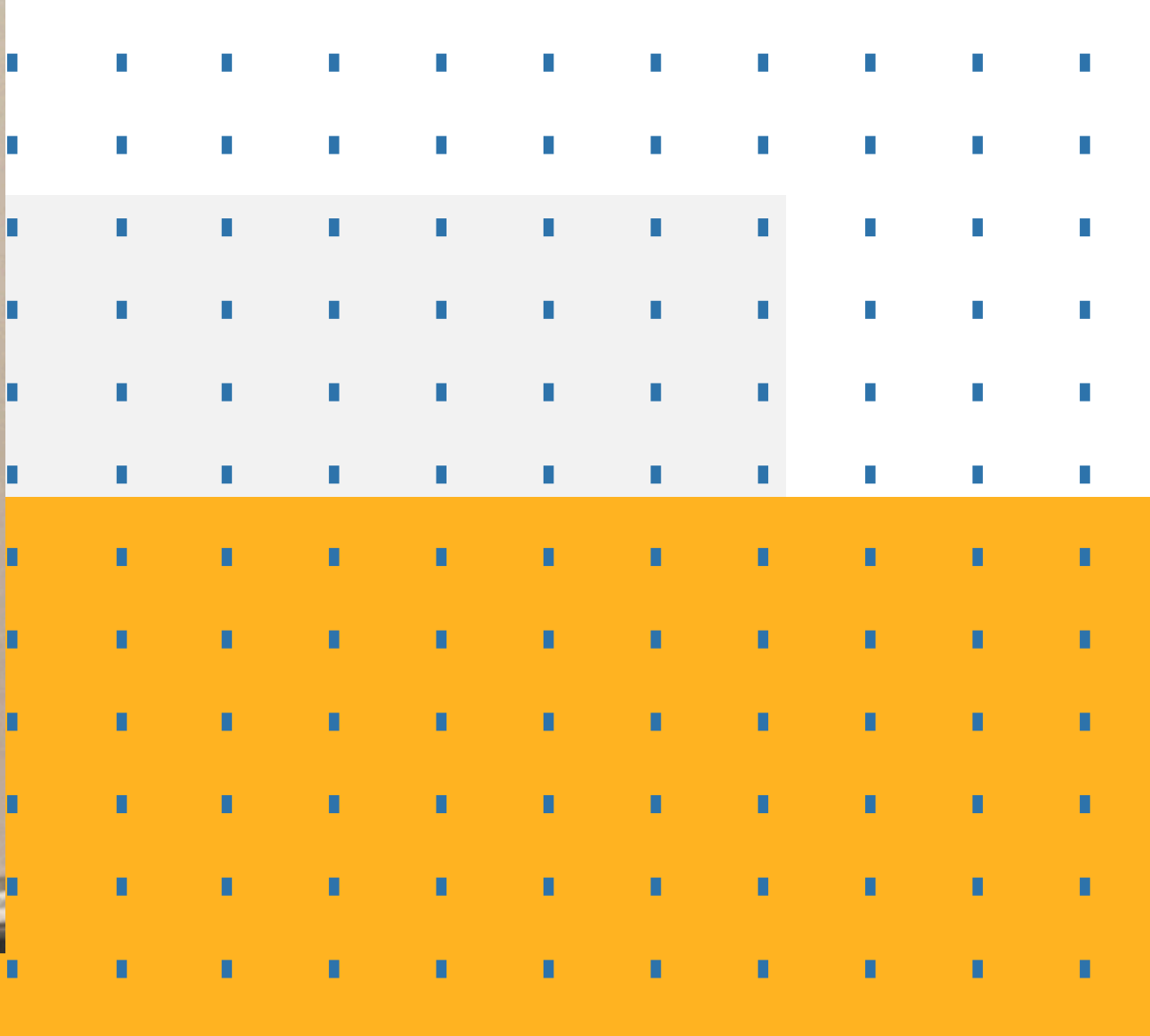
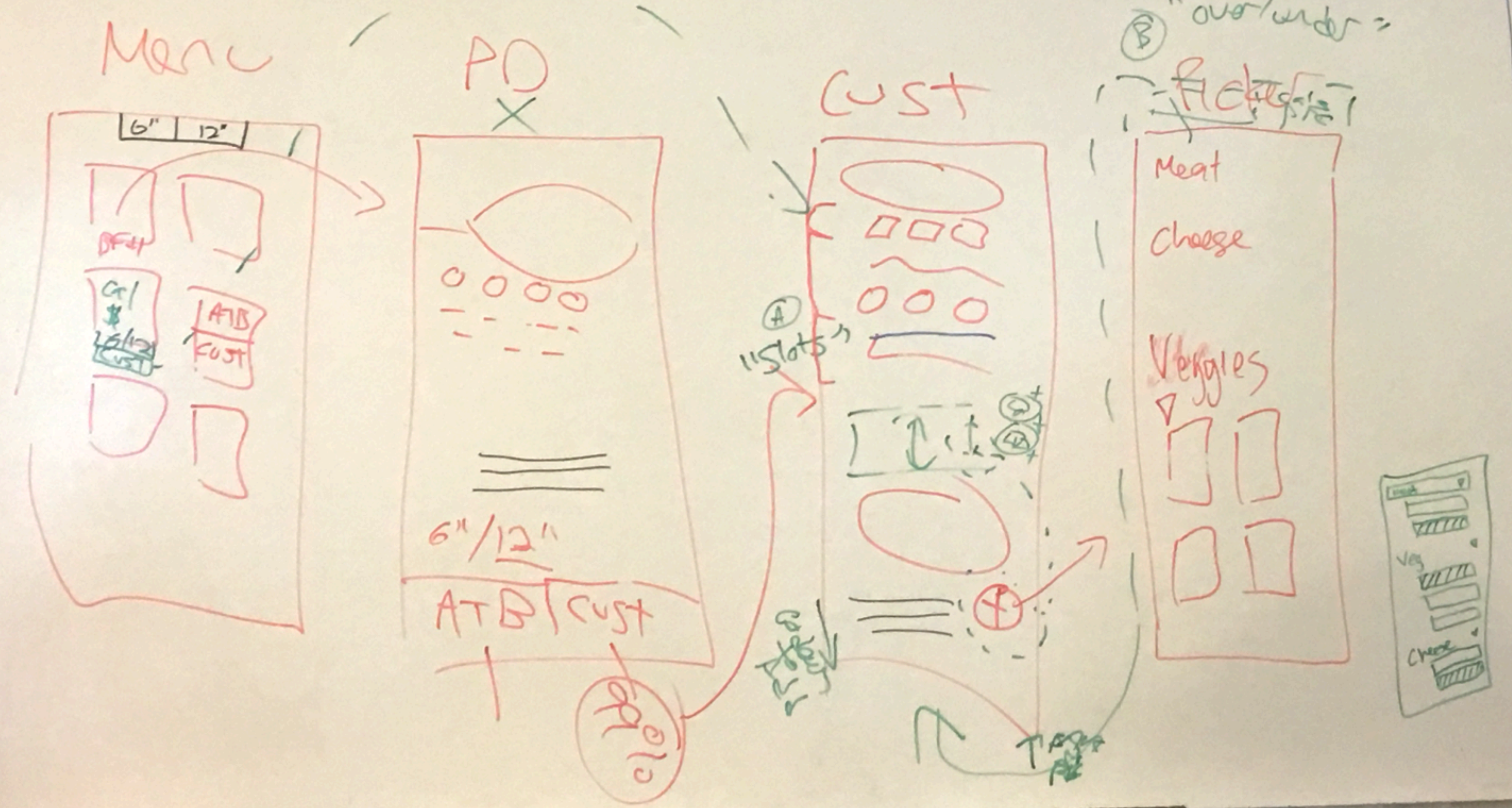
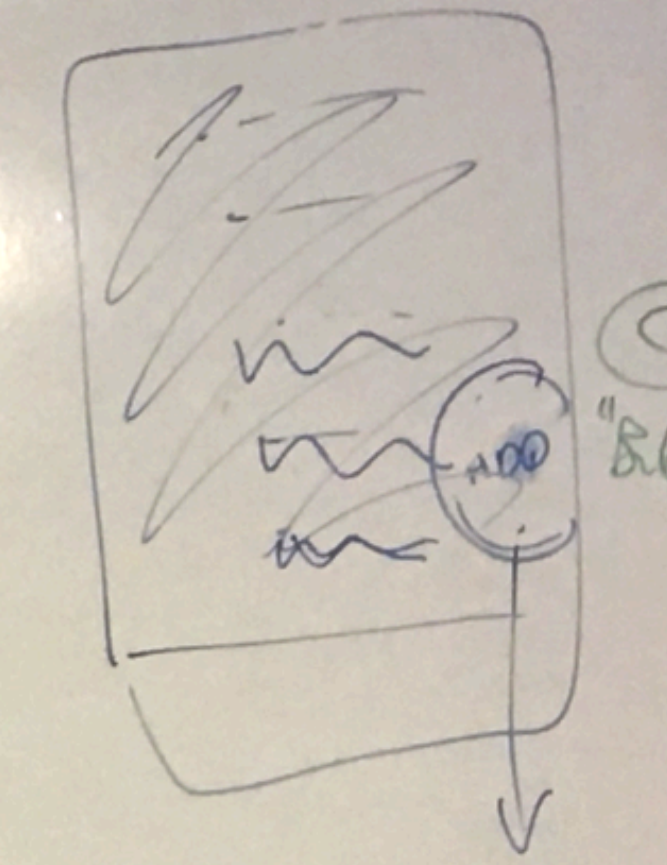
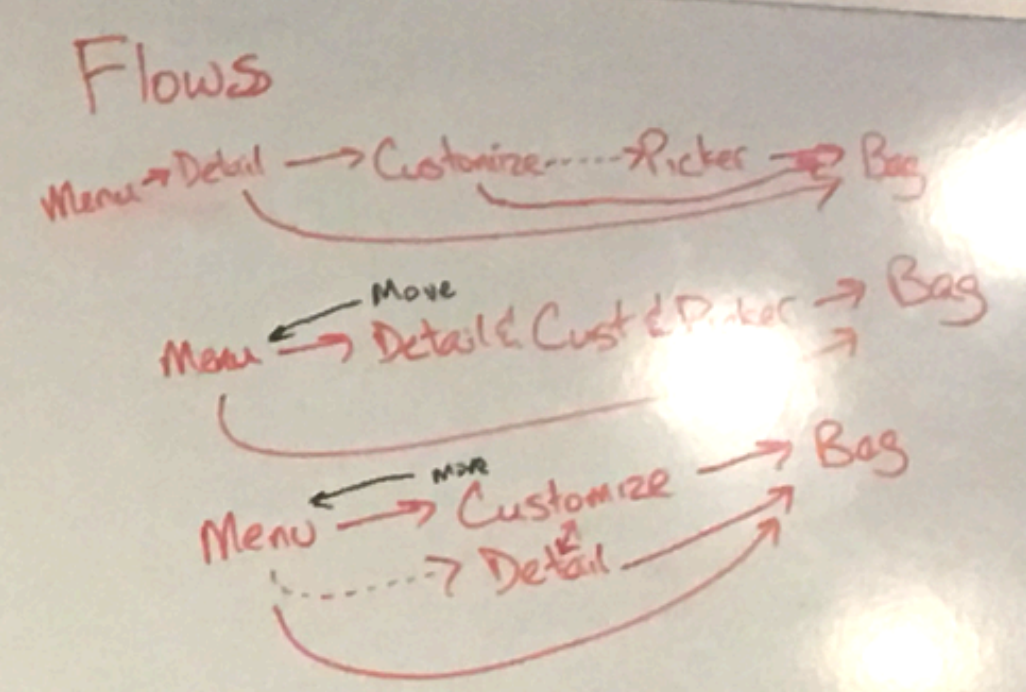
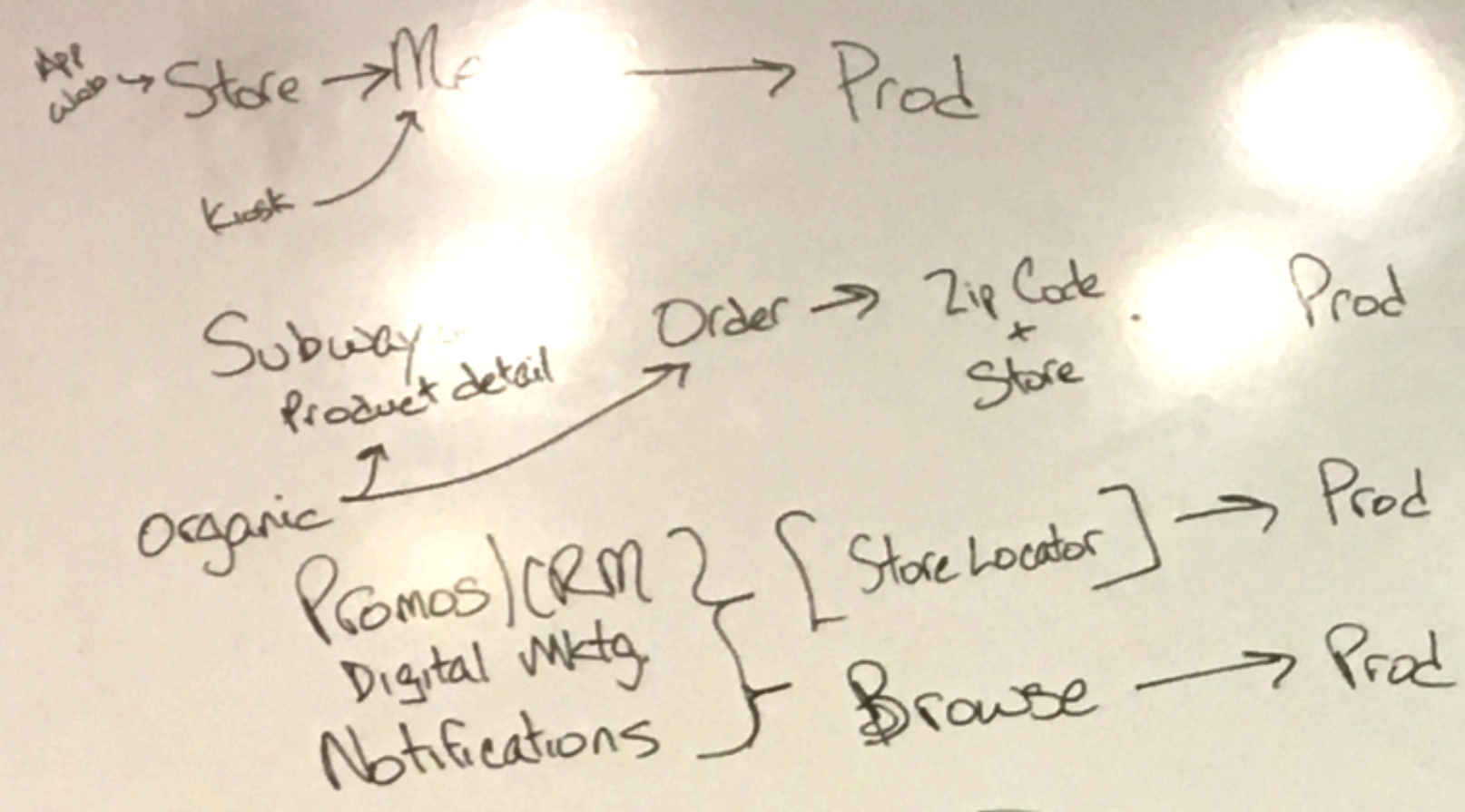


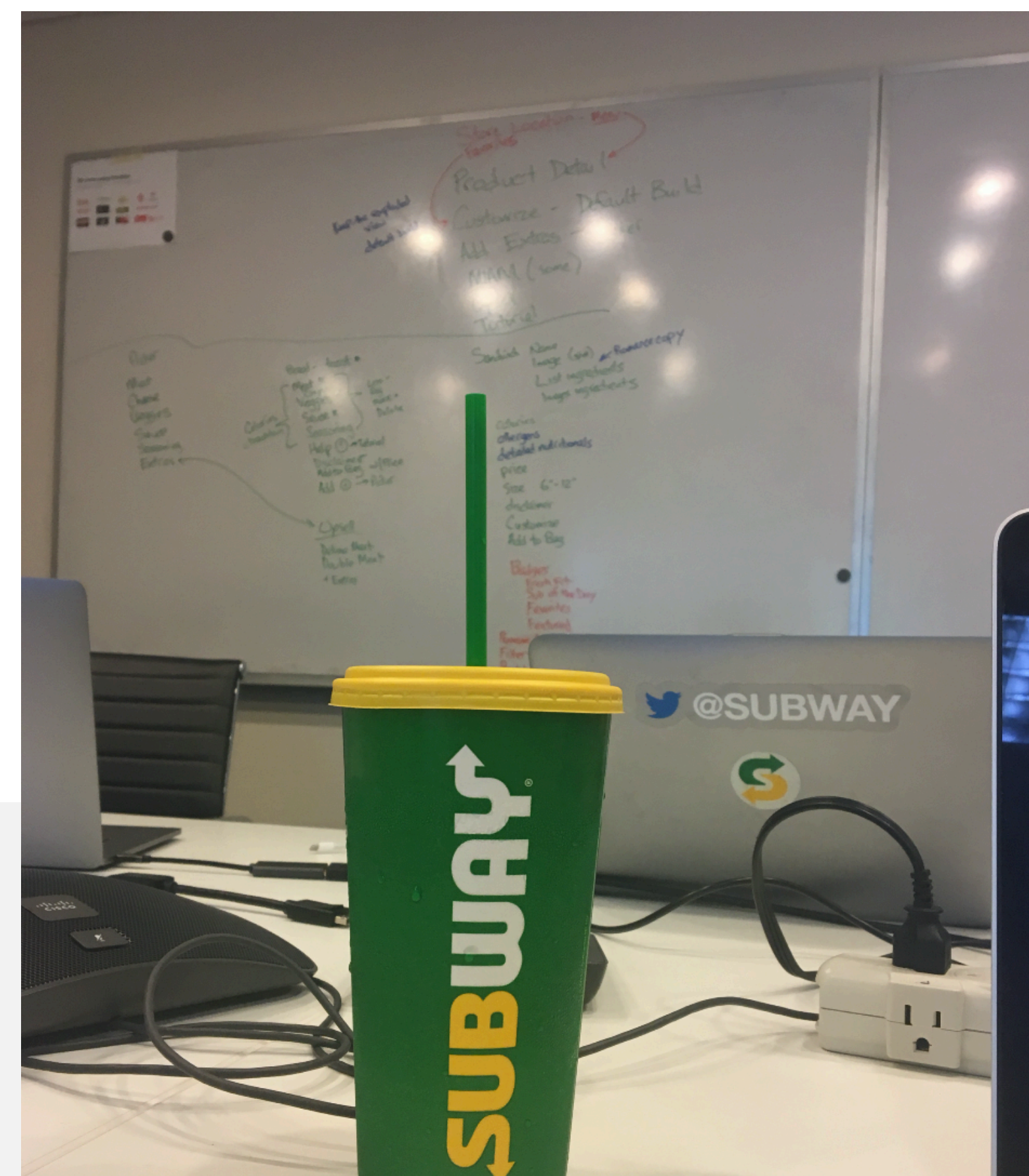
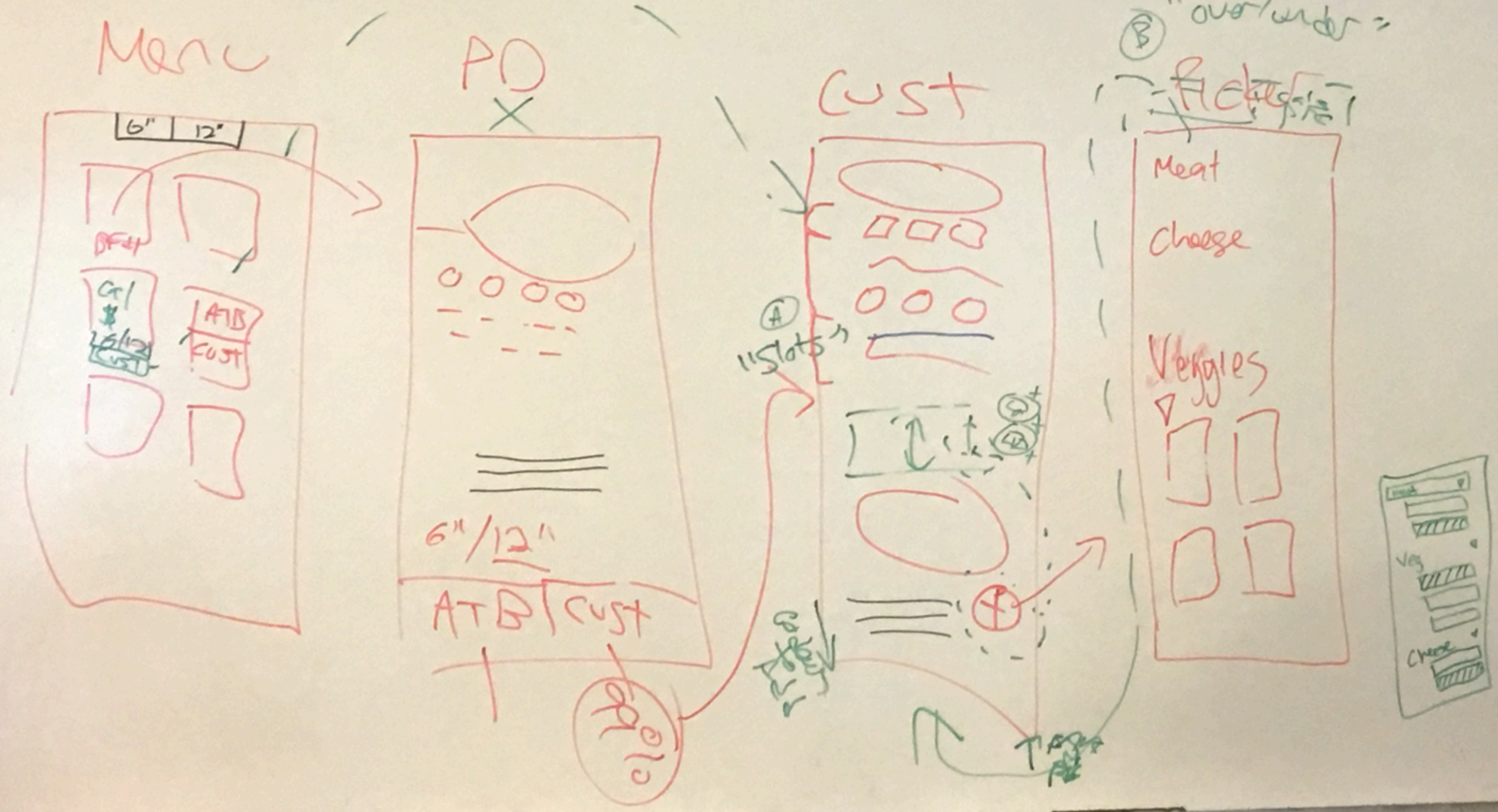
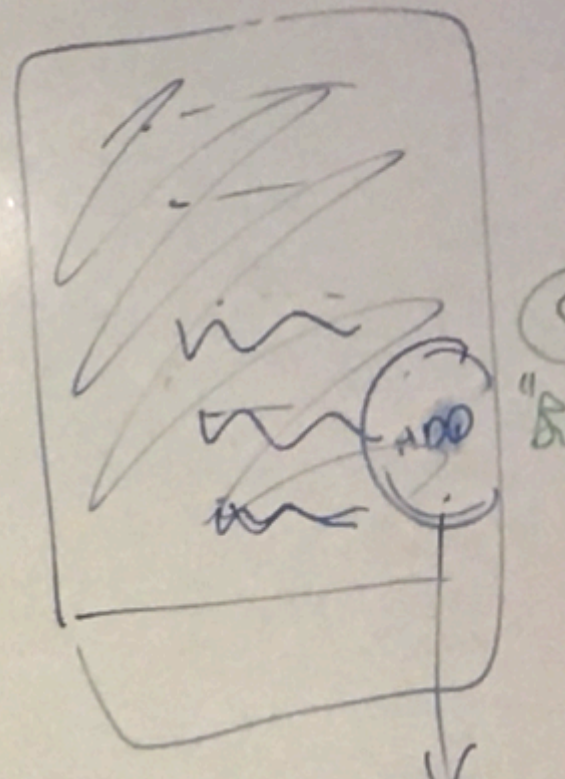
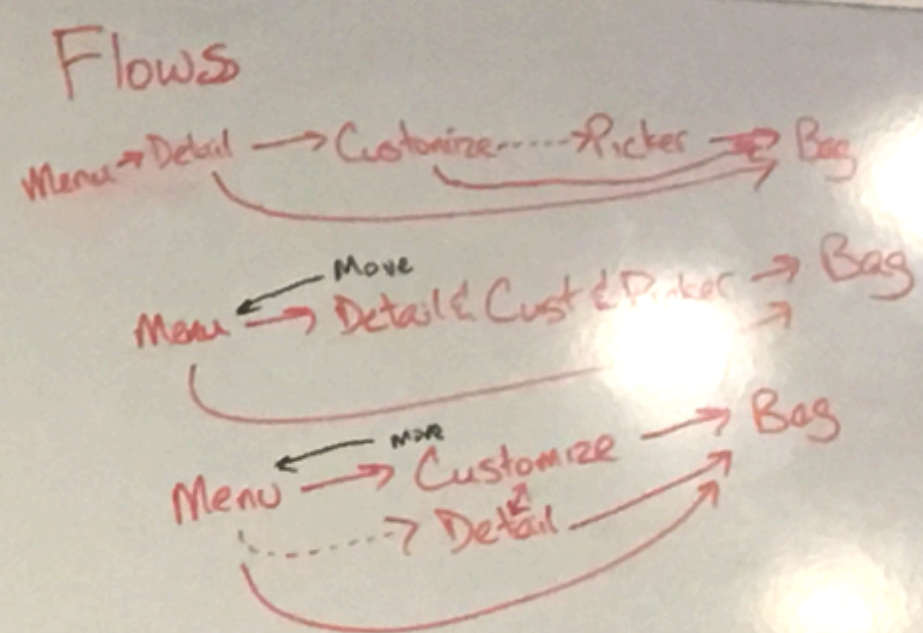
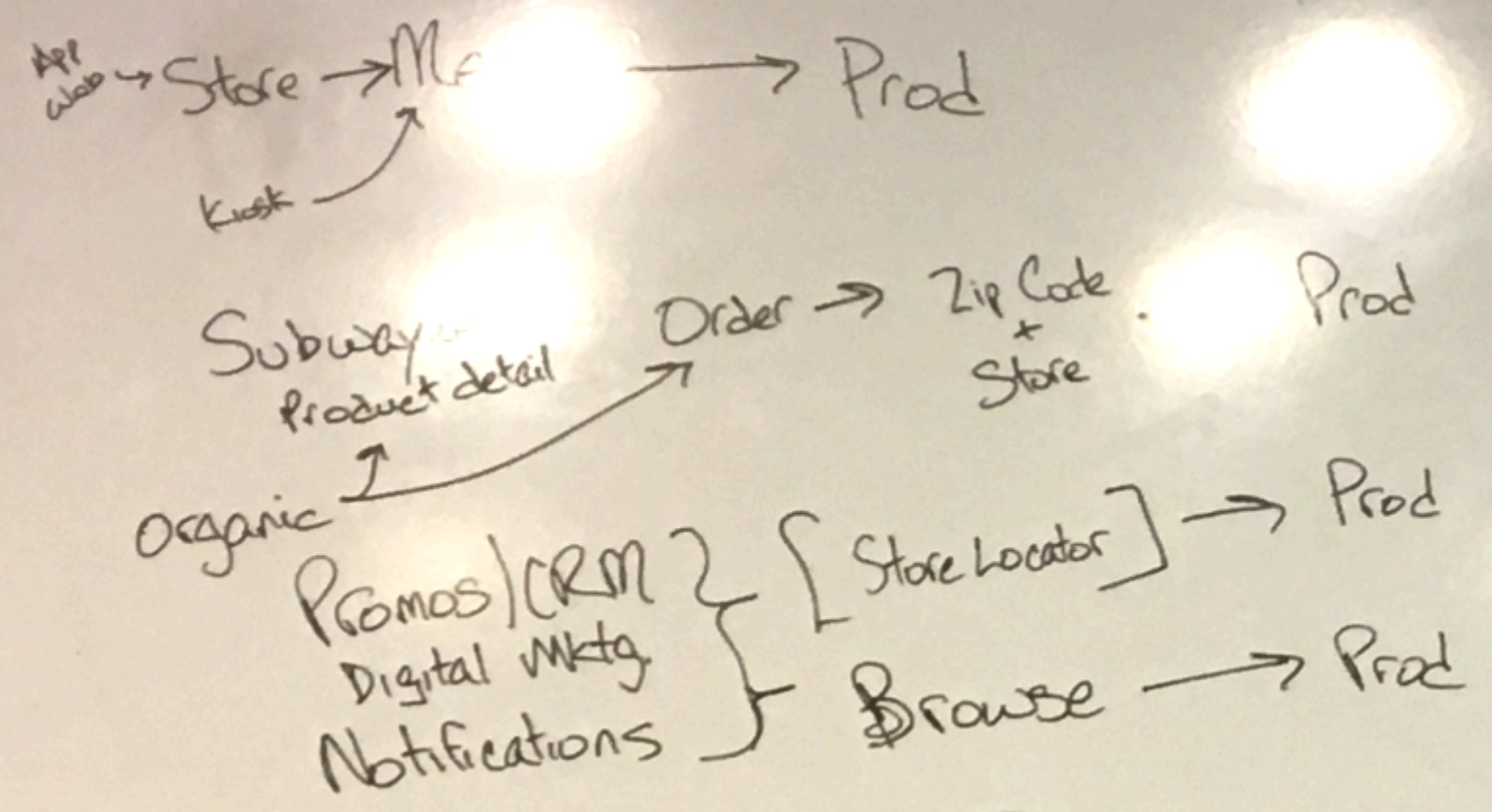
Map location



Hot sandwich

For this specific project I flew to Subway's headquarter with the Agilitee team. Subway's internal team wanted to have a hands on in person brainstorming session. So we spent a whole day going through all possible ways that the "Picker" could be done, and the challenges they users were facing....



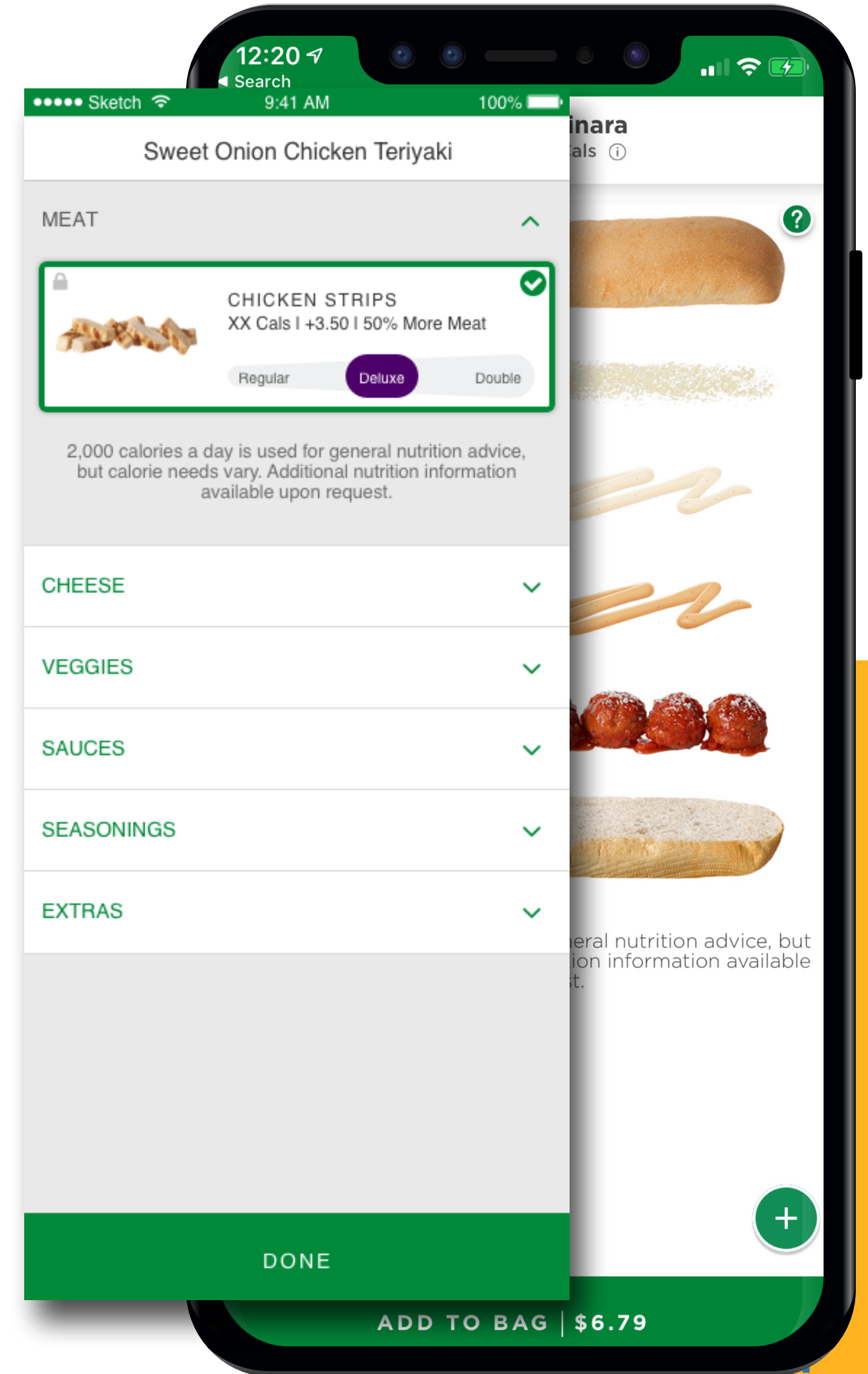


# User

- 44% of users were between 26 and 35 year old
- 61% are Females
- In a hurry trying to make a quick order to save time

# Approach

Since Subway had so much data that I was able to analyze, I was already familiar with their existing customer base and a lot of what they wanted and how they wanted it. It was important for our team to take this into consideration when redesigning the picker. We wanted their experience to be similar as if they were ordering inside the shop.



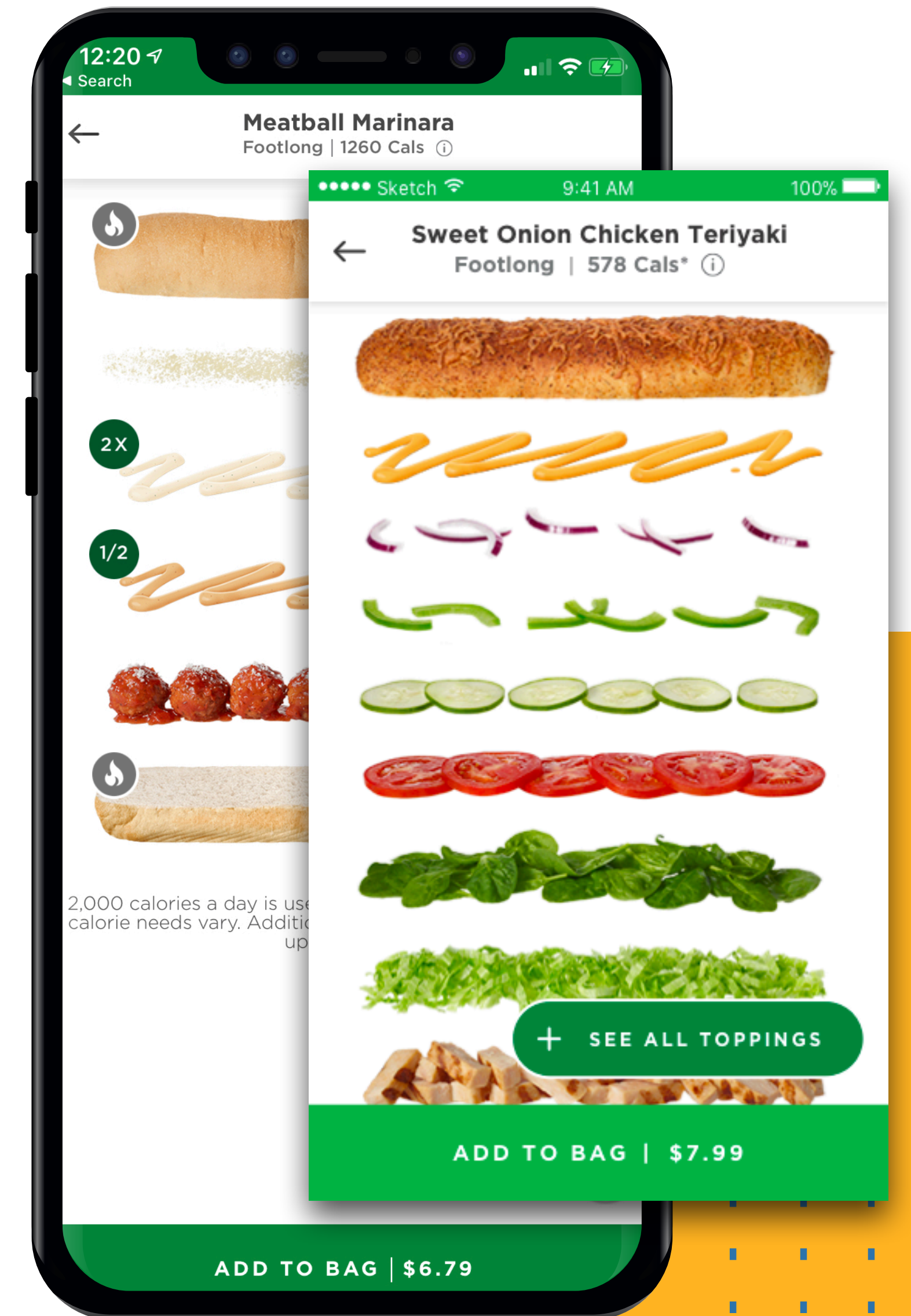
# Assumptions

My initial thoughts based on the data of what we had done in the past was that images were very important to be able to give the user a visual.

# Solution

My mission was to create an intuitive, very personalized and user-focused experience that users would be able to actually have a visual of what their sub would look like at the end. Making it easier for users to use the app and increasing mobile orders.

- Keep it simple
- Cater to the customer
- Make it delightful



# More Research & Defining the Problem

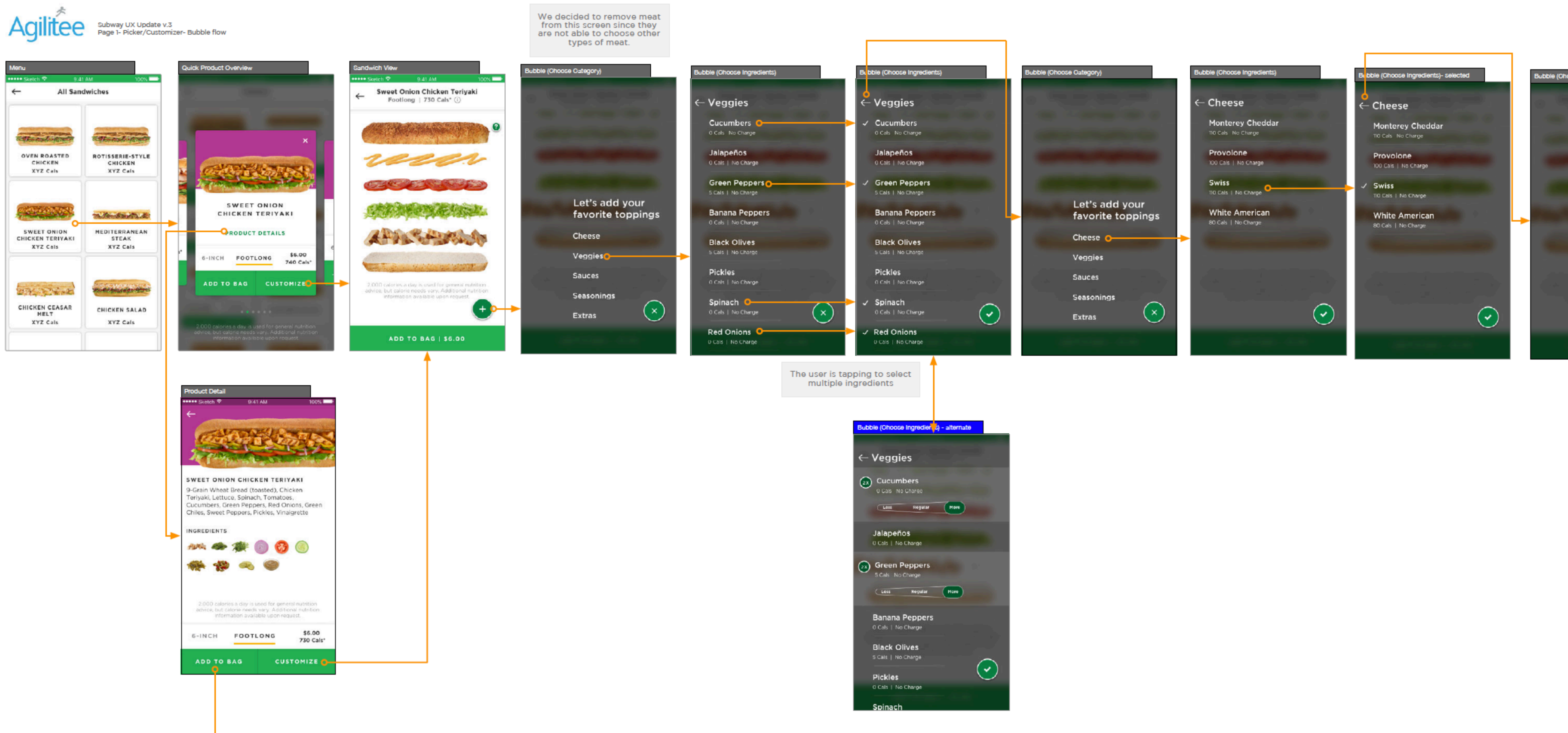
I spend a full day at Subway's shop and just watched how people were customizing their subs and placing their order. This way we would have an idea of how most users were already doing in person and bringing that experience to the mobile app.



# Exploration and alternative design screens for mobile

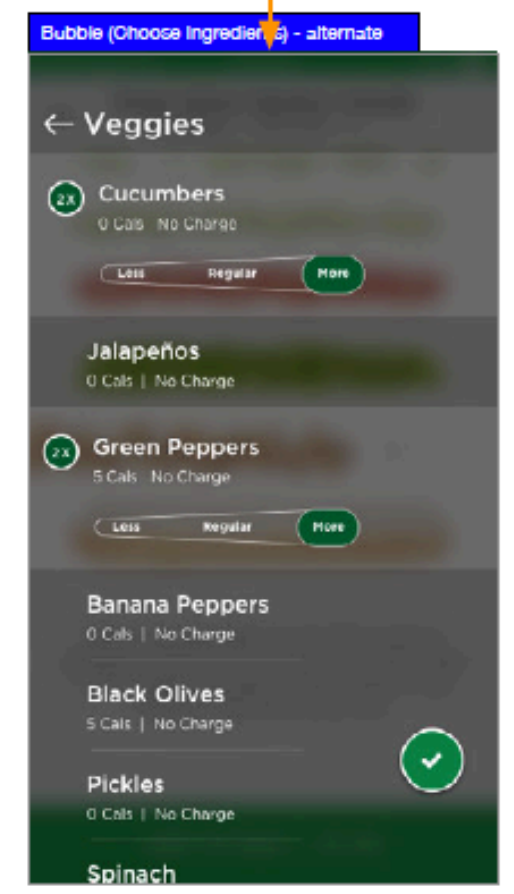


Subway UX Update v.3  
Page 1- Picker/Customizer- Bubble flow



We decided to remove meat from this screen since they are not able to choose other types of meat.

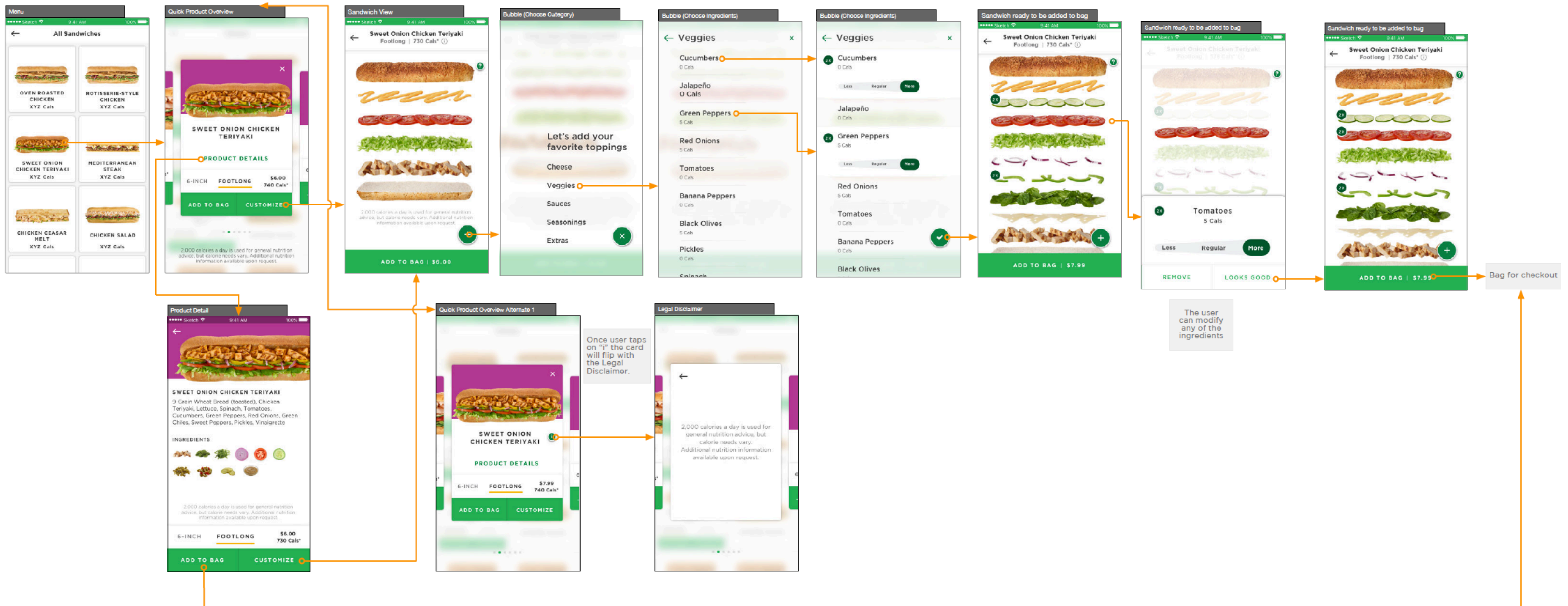
The user is tapping to select multiple ingredients



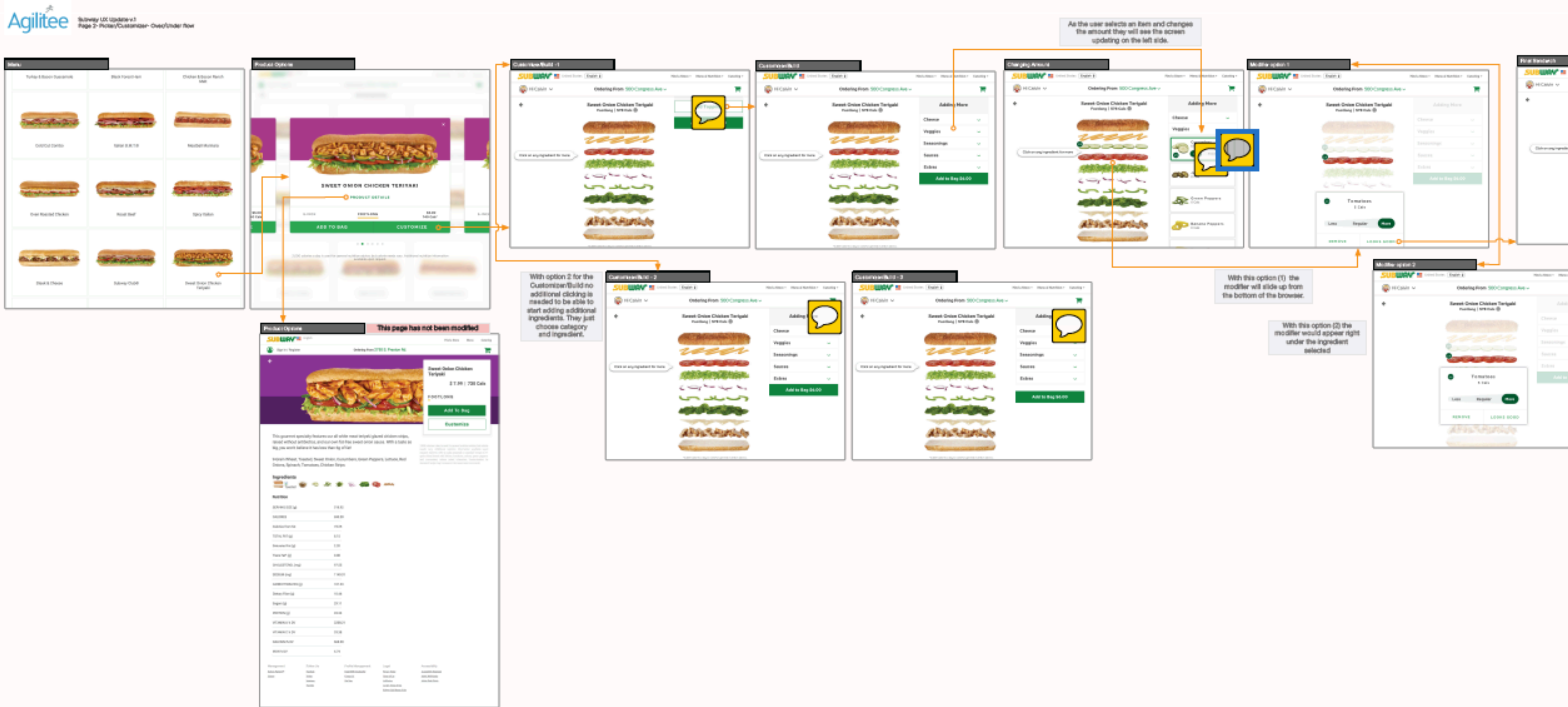


# Exploration and alternative design screens

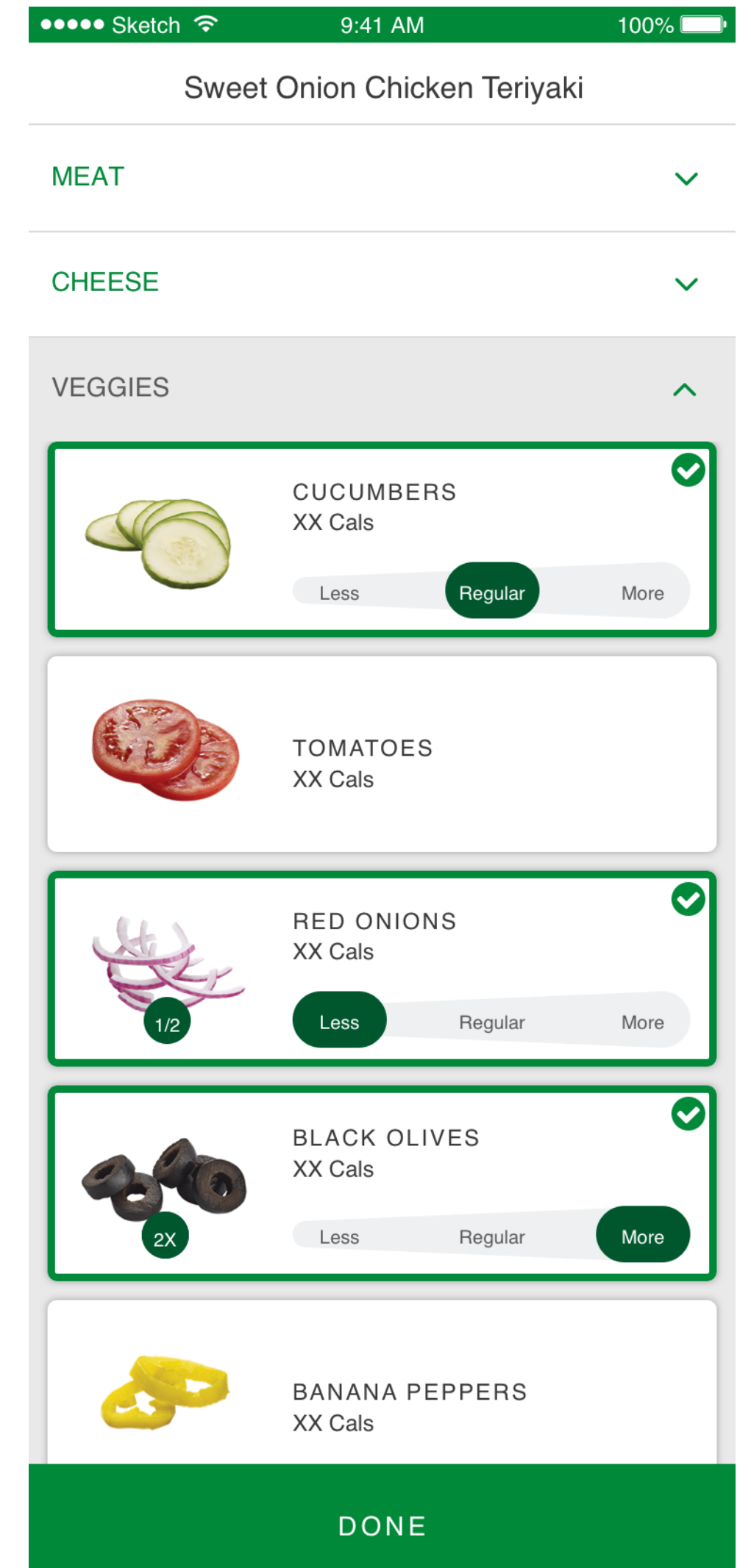
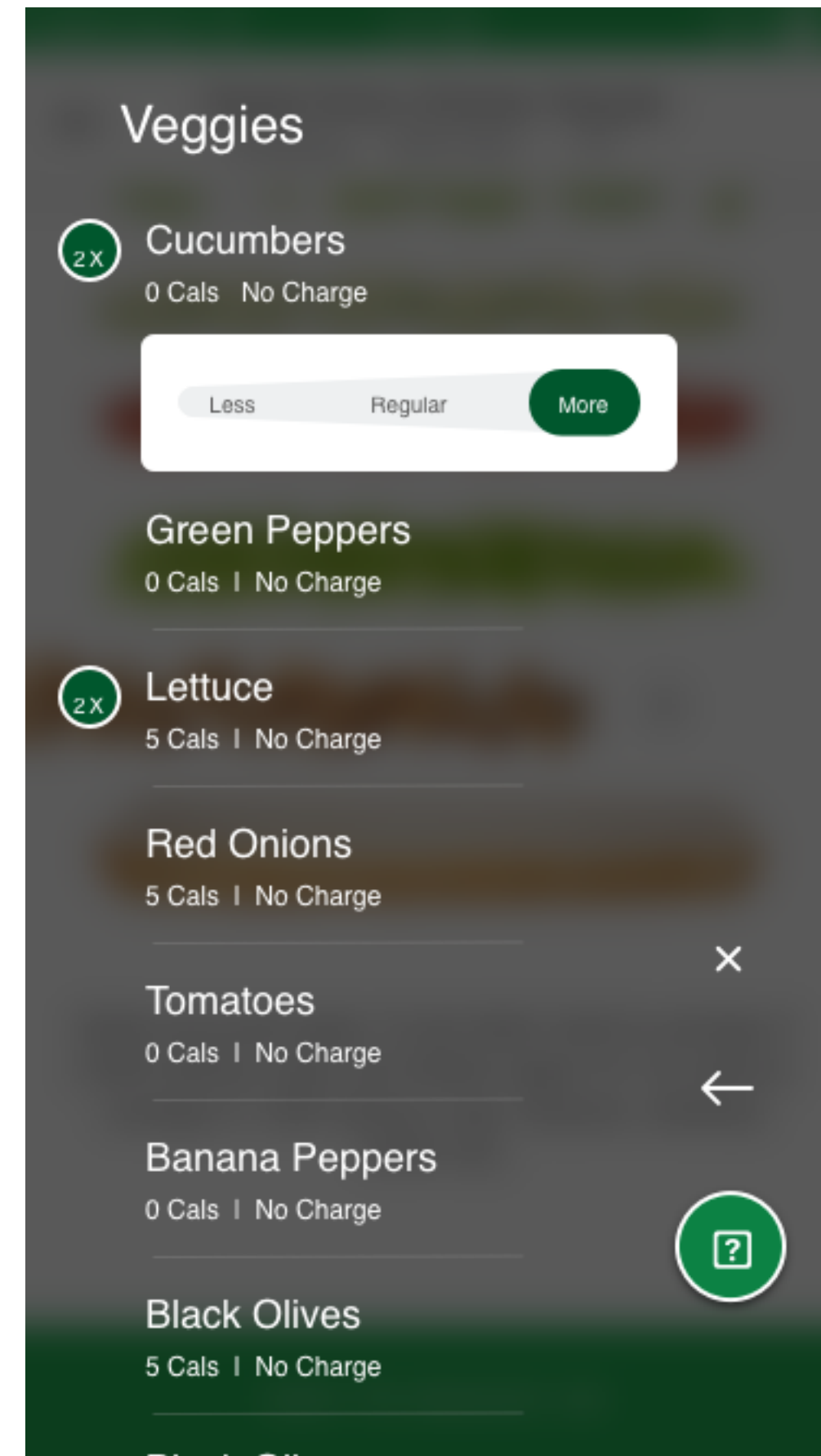
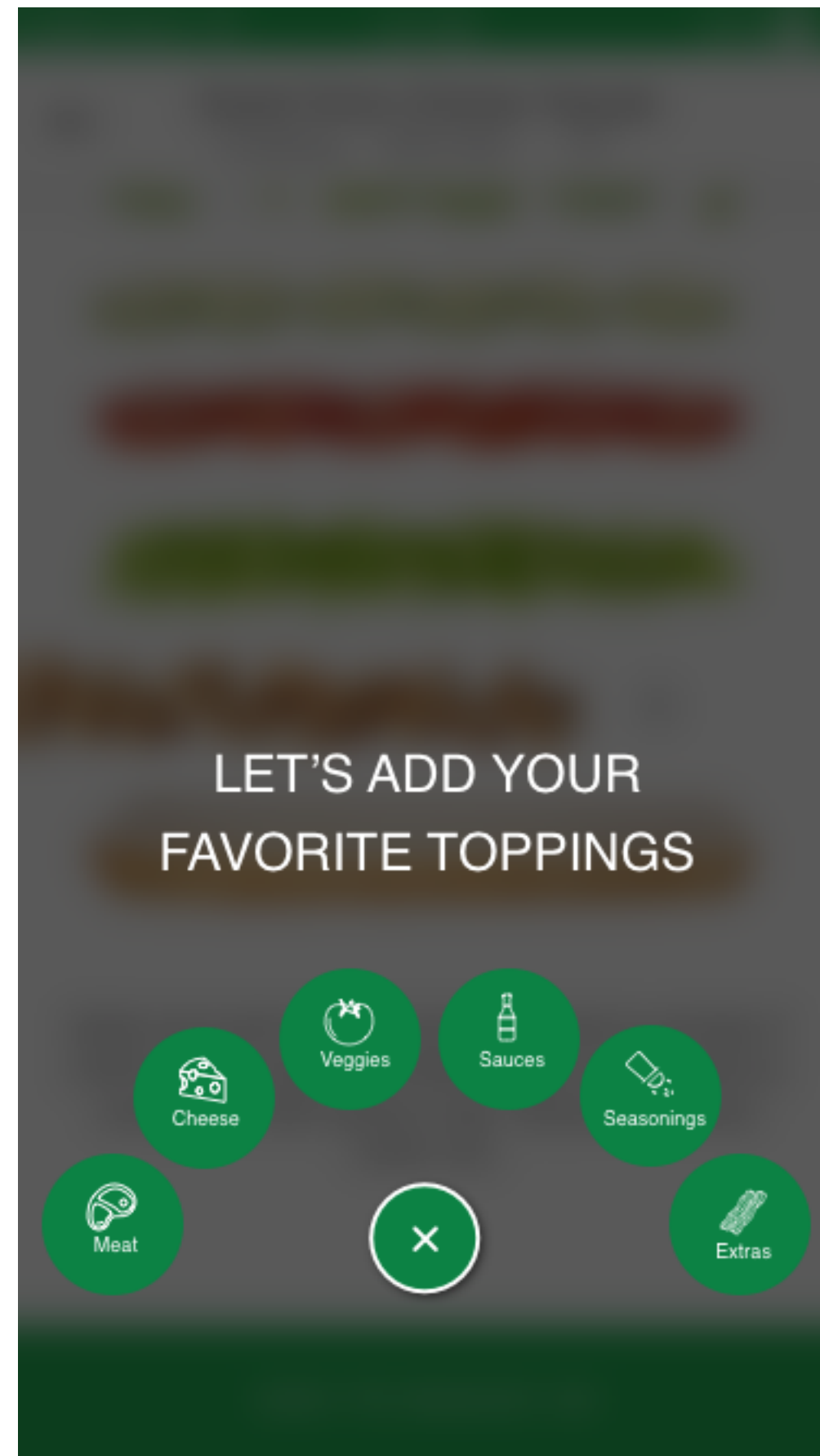
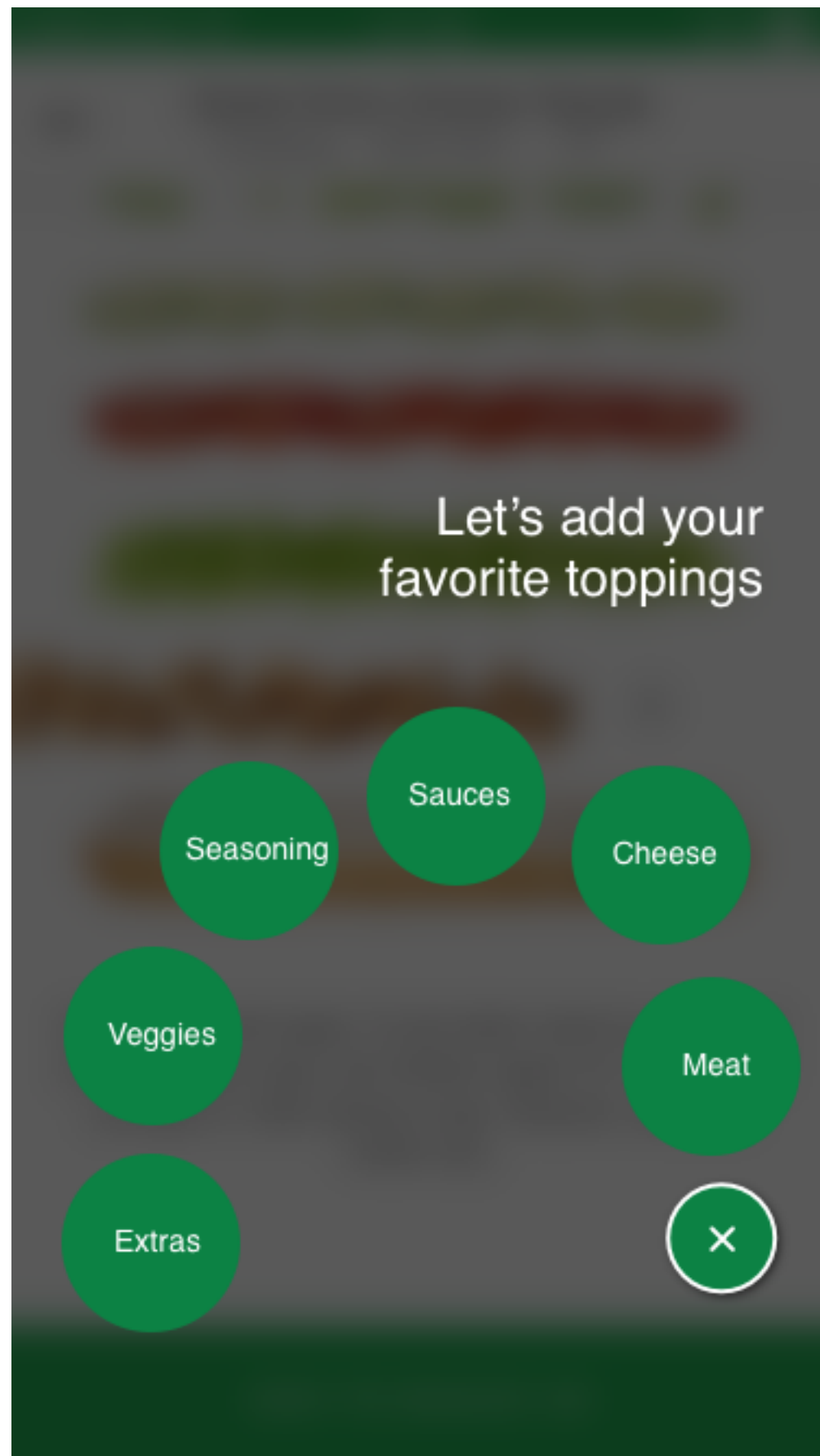
Agilitee Subway UX Update v.3  
 Page 1- Picker/Customizer- Bubble flow- Lighter Version with different CTA when selecting items.

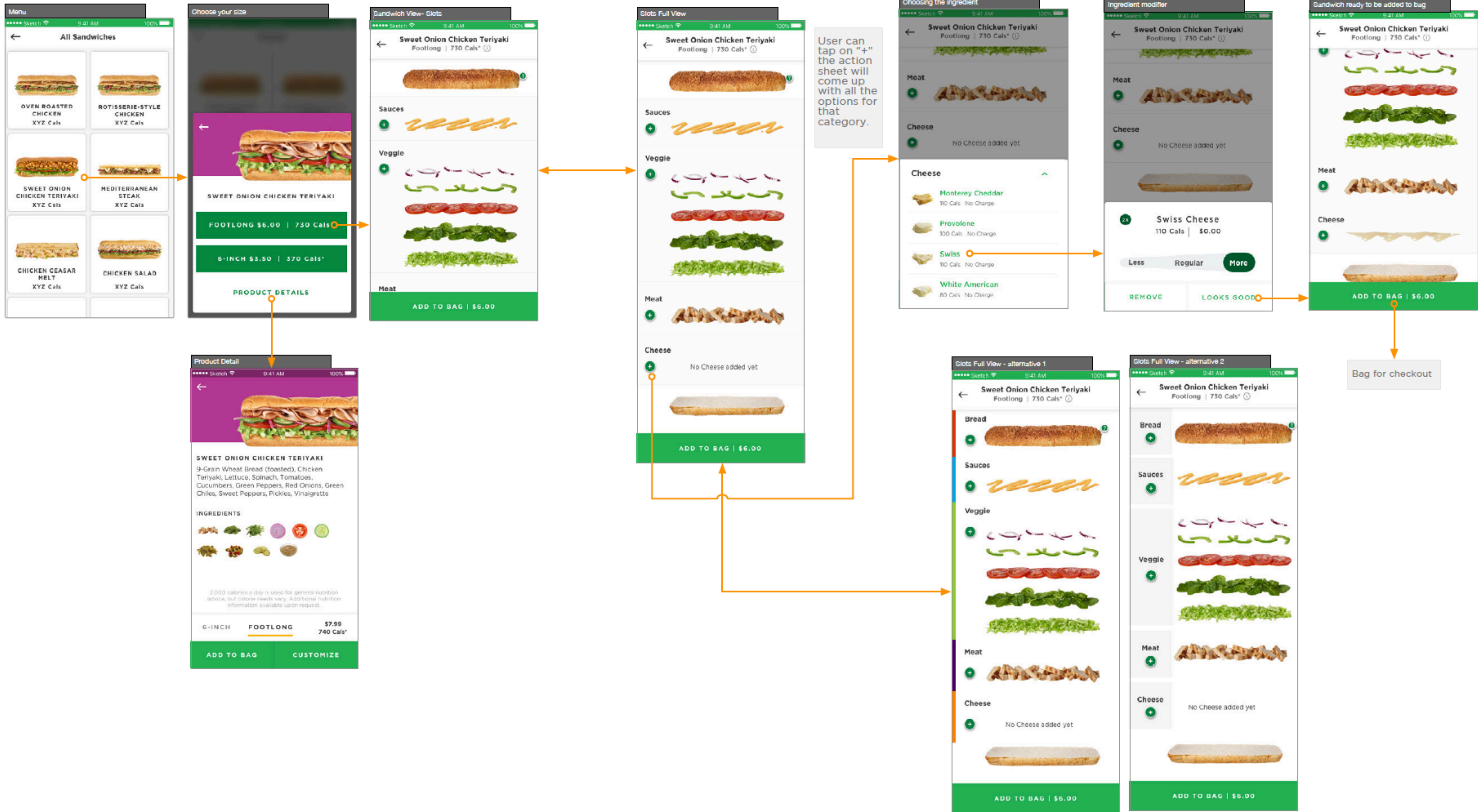


# Bringing the App Experience into the desktop version



# Different UI elements





# User Testing



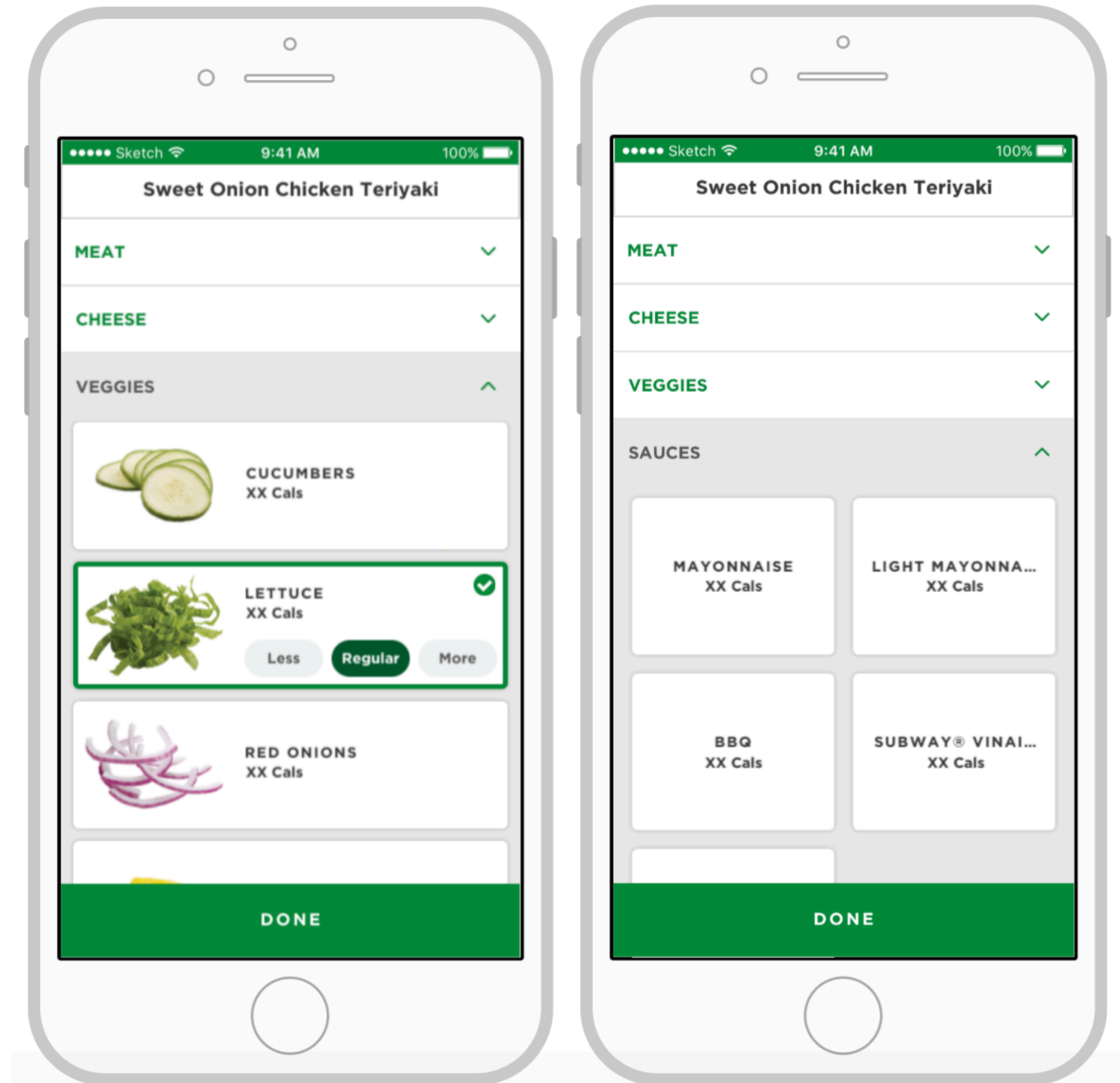
# Test Epic / Goals

**I want:** To test which type of buttons the user prefers when changing how much of that ingredient they are wanting. Next thing we need to test is if user prefers Sauces & Seasonings to include images like the other categories. If user prefers sliding or tapping.

**So that:** We can discover the usability and intuitiveness specifically in these areas.

**Goals** To understand if this version of the app is intuitive when it comes to these areas:

- Changing how much of each ingredient the user wants for each item.
- Does the user prefer images on Sauces?
- Was the process of ordering easy compared to other apps you've placed order with before?

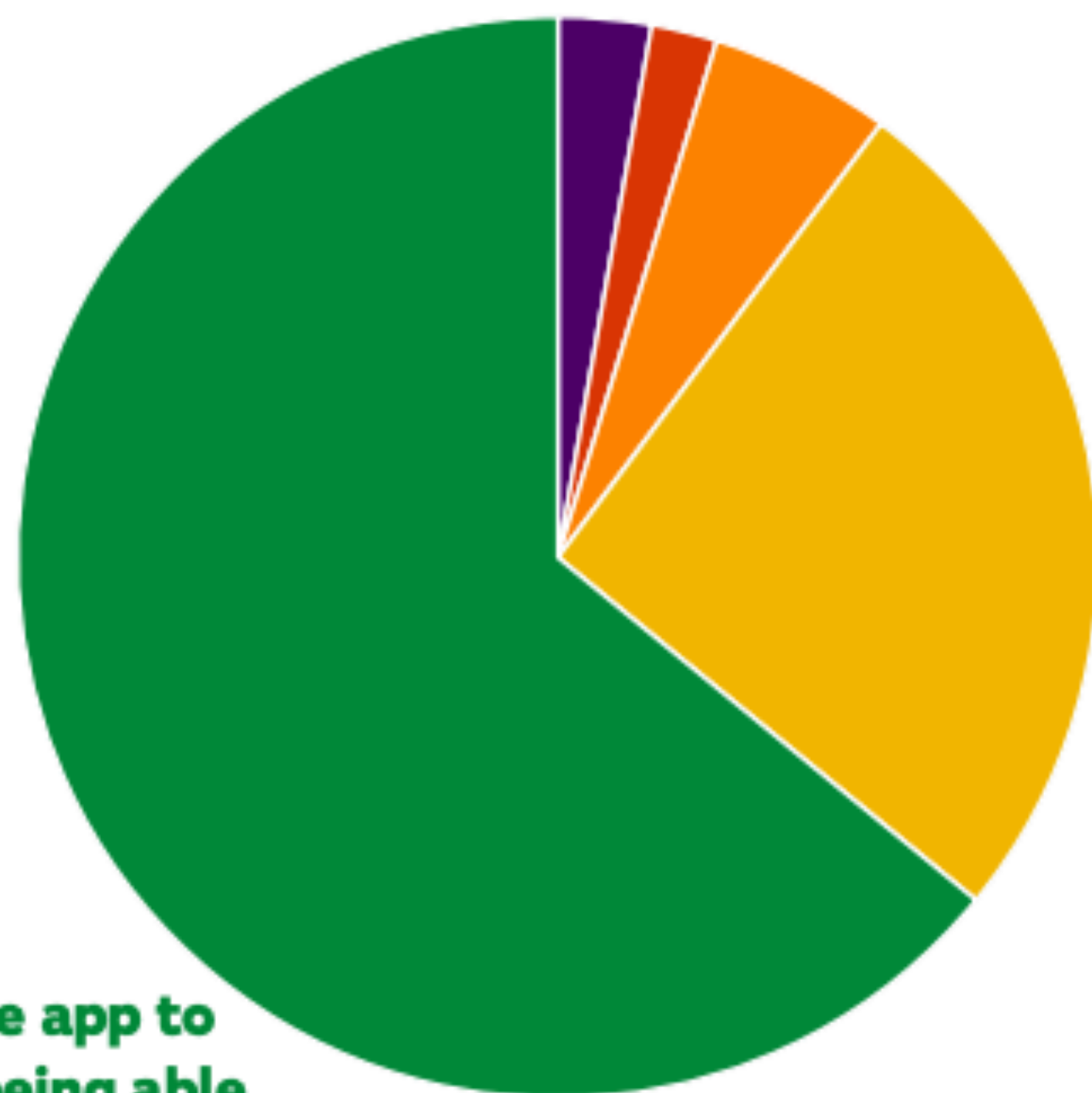


## Question: How Do You Feel About Placing/Customizing an Order?



**"Loved Subway's customization page. Very visual with photos. And I think the tutorial was a nice option."**

**"I feel less stressed using the app to customize my orders. I like being able to take my time and change my mind about my orders and not hold up the line in the store."**

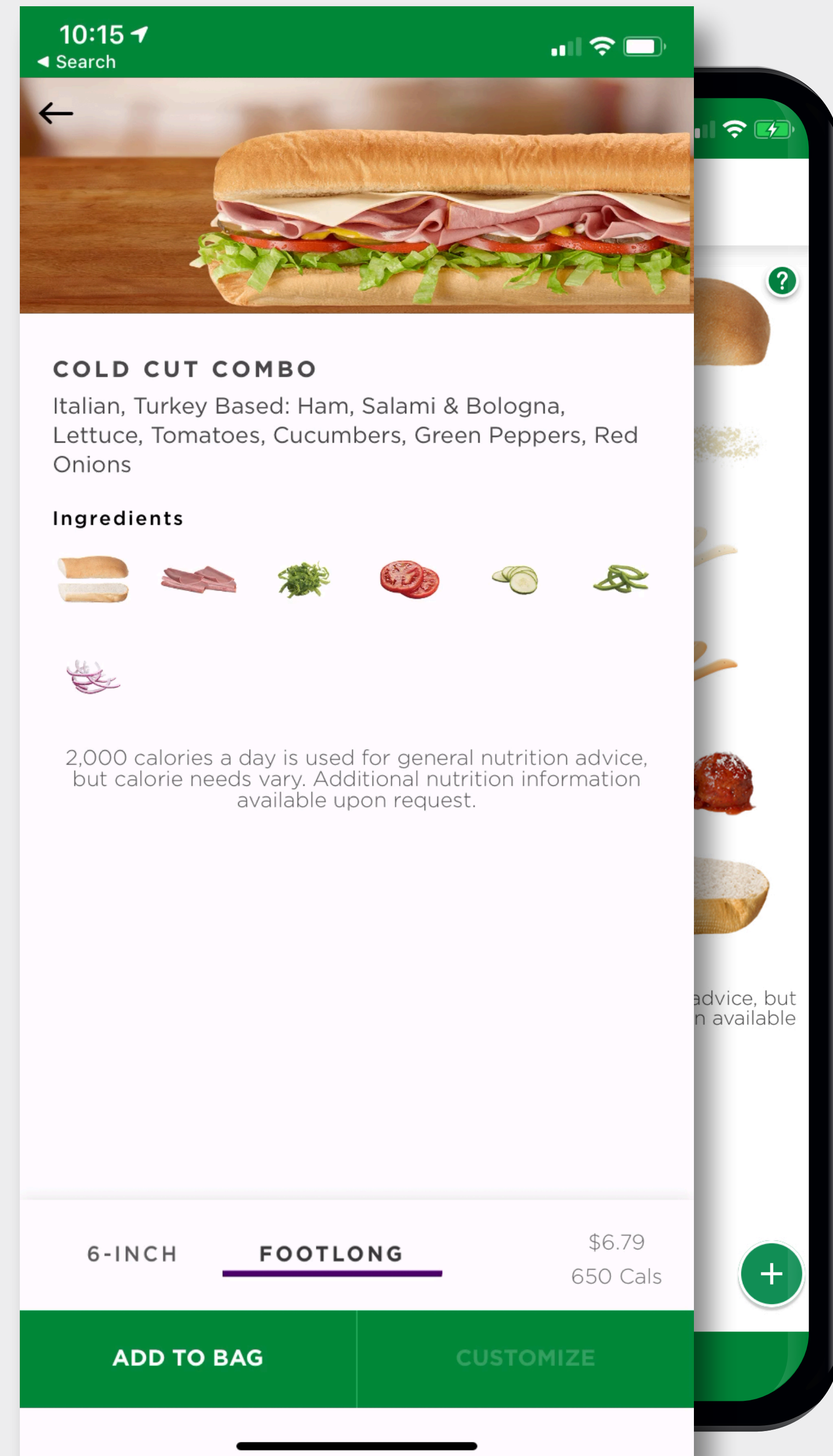


**"I like the fact that Subway had a default order item. This makes it easier to order on days when I can't make any decisions about ingredients."**

**"I love the visual approach that Subway takes. It's easy to understand and made me a happy in a little kid way."**



# Final work







# User's Feedback

863 people were recorded using the Subway app on [usertesting.com](https://www.usertesting.com) and then we asked them to share their thoughts with us. After watching around 60+ hours of users using Subway's new app. I created this reel to showcase some of their feedback.

To see all results go to:

[Usertesting Results Deck](#)

This is a video in my presentation.





# Some more...UX



**MIGRAINE**  
TREATMENT CENTERS OF AMERICA

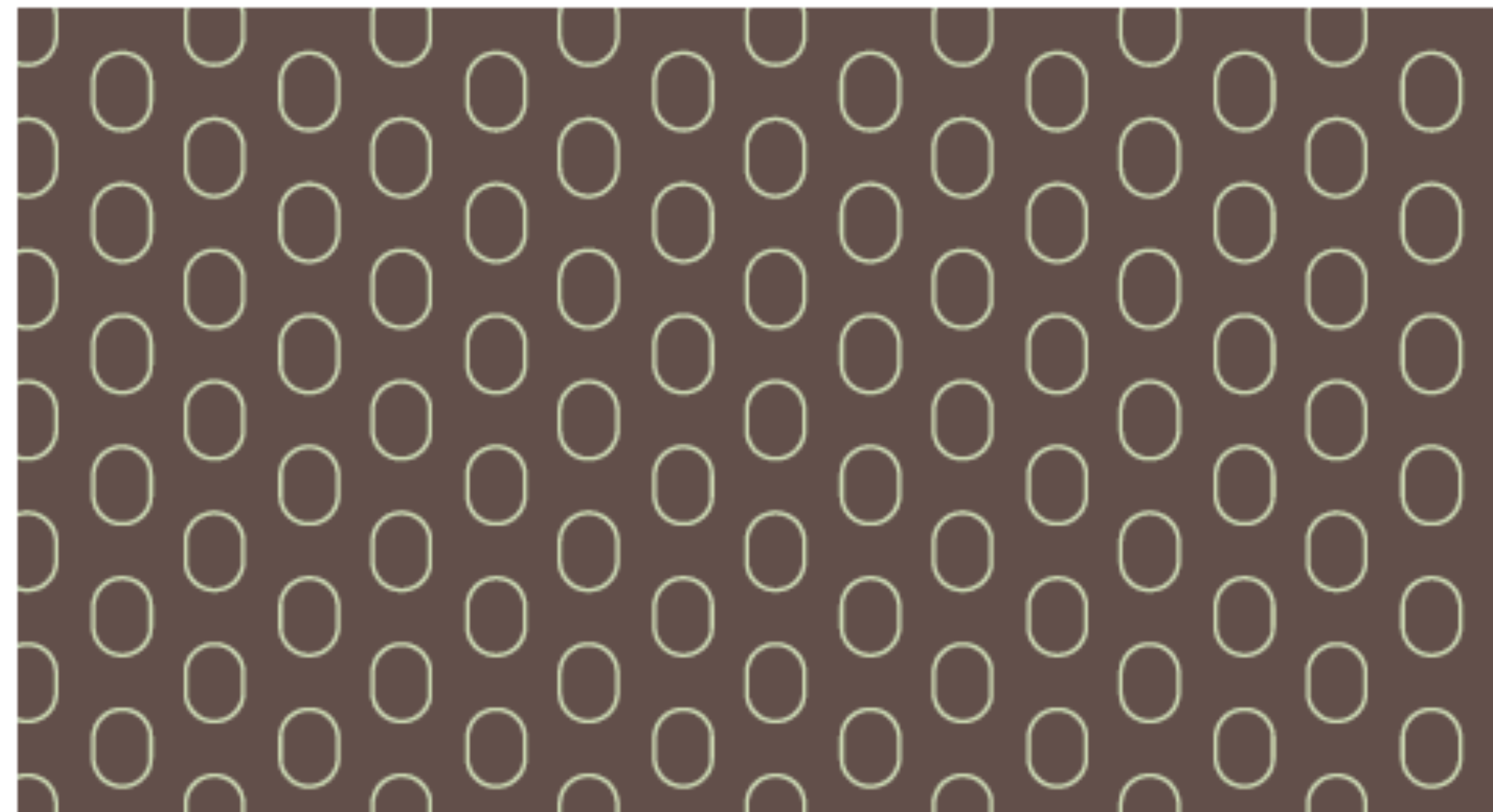
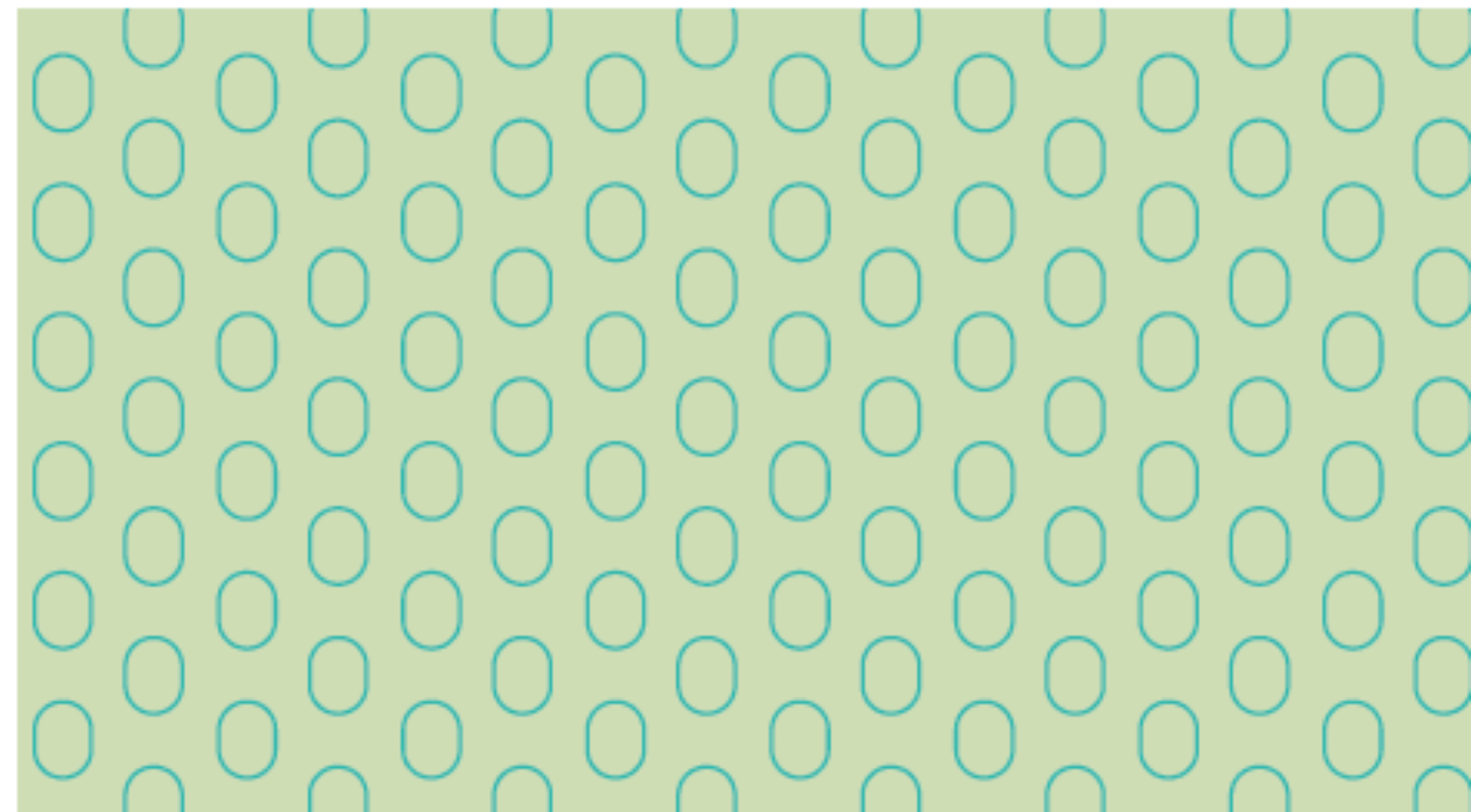
## TEAM

**Creative Director: Ariel Martin**

**UX/UI Designers: Taly Martins (Lead )**

**Nobilis Health**

**Date: 2017**

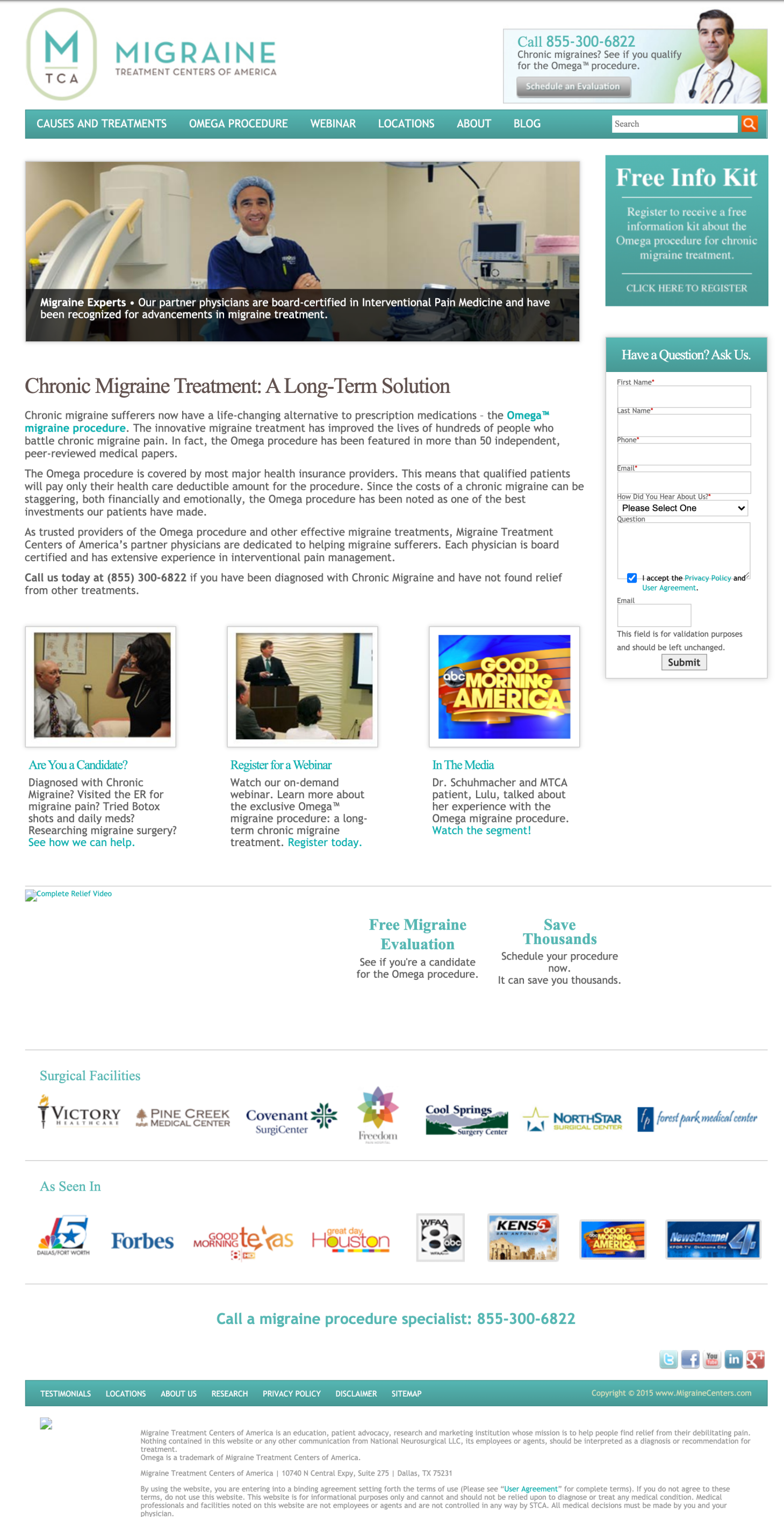


# MCTA Website

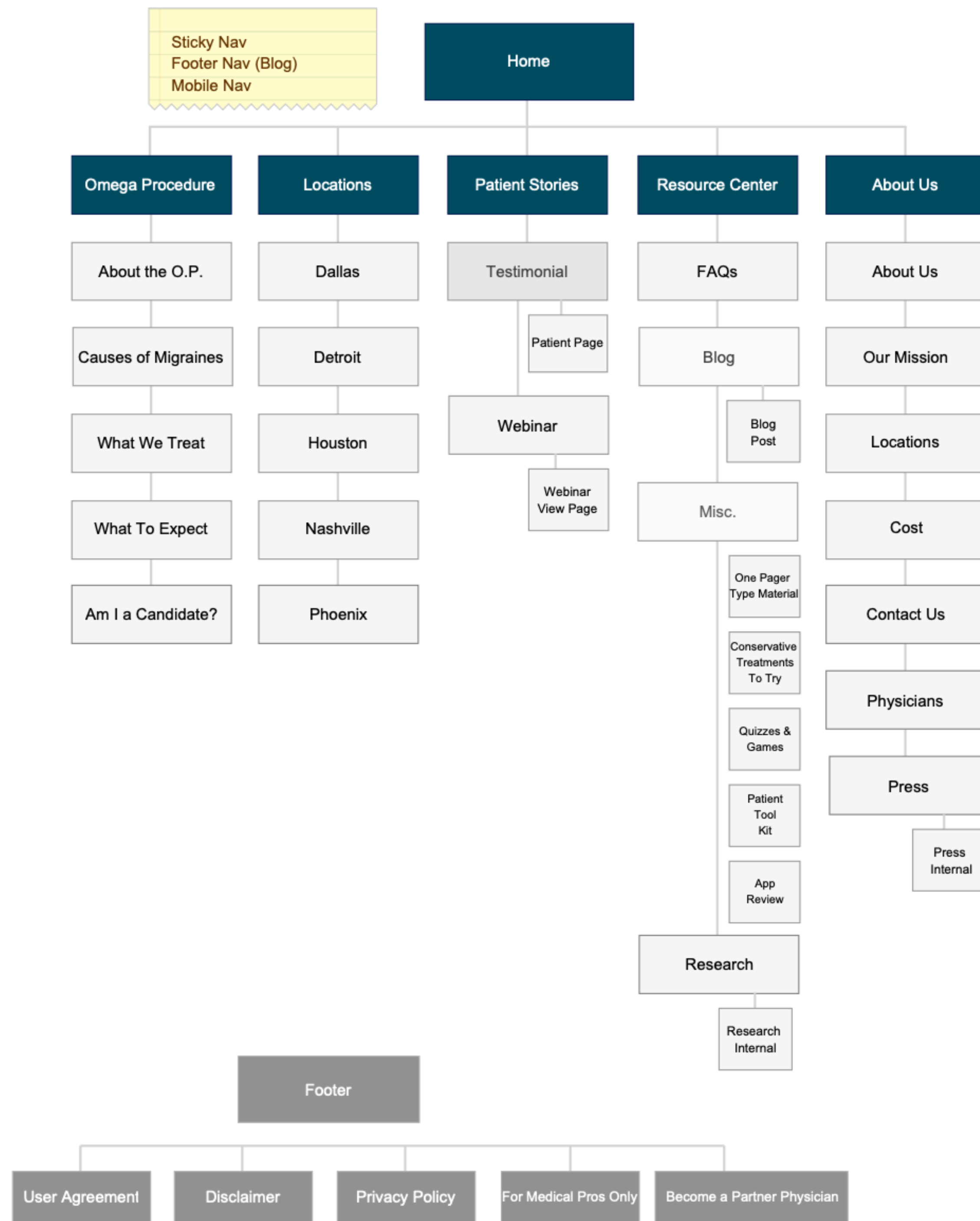
Migraine Centers of America helped people who had frequent migraines. They offered medical procedures to reduce migraines.

## Challenge

Users had a hard time navigating on the website and finding the information that they needed. Our challenge was that most users when navigating the website they were having a migraine crisis. So we needed to give them the information they were looking for in a way that would not make their migraine worse..



# Sitemap

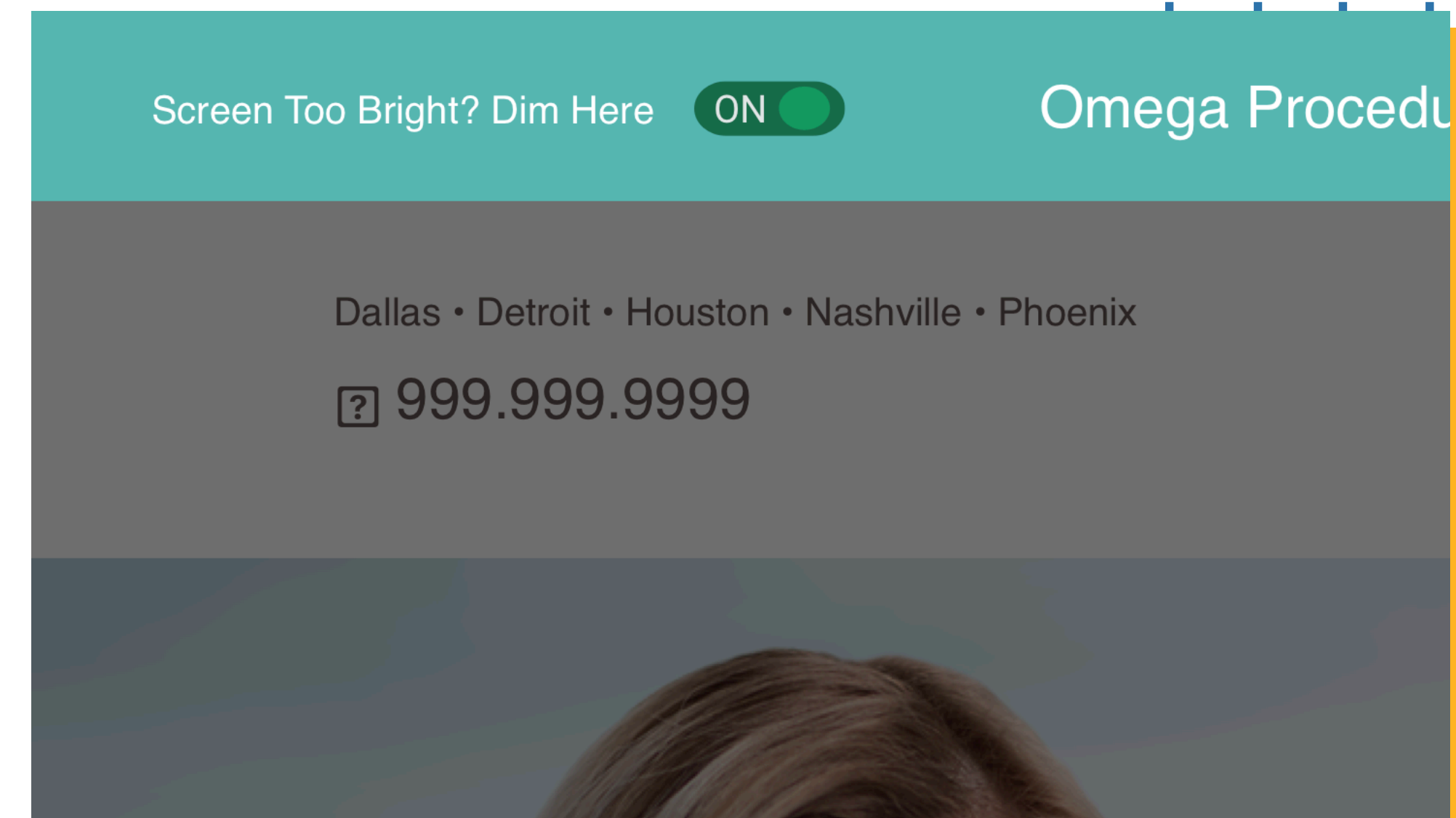
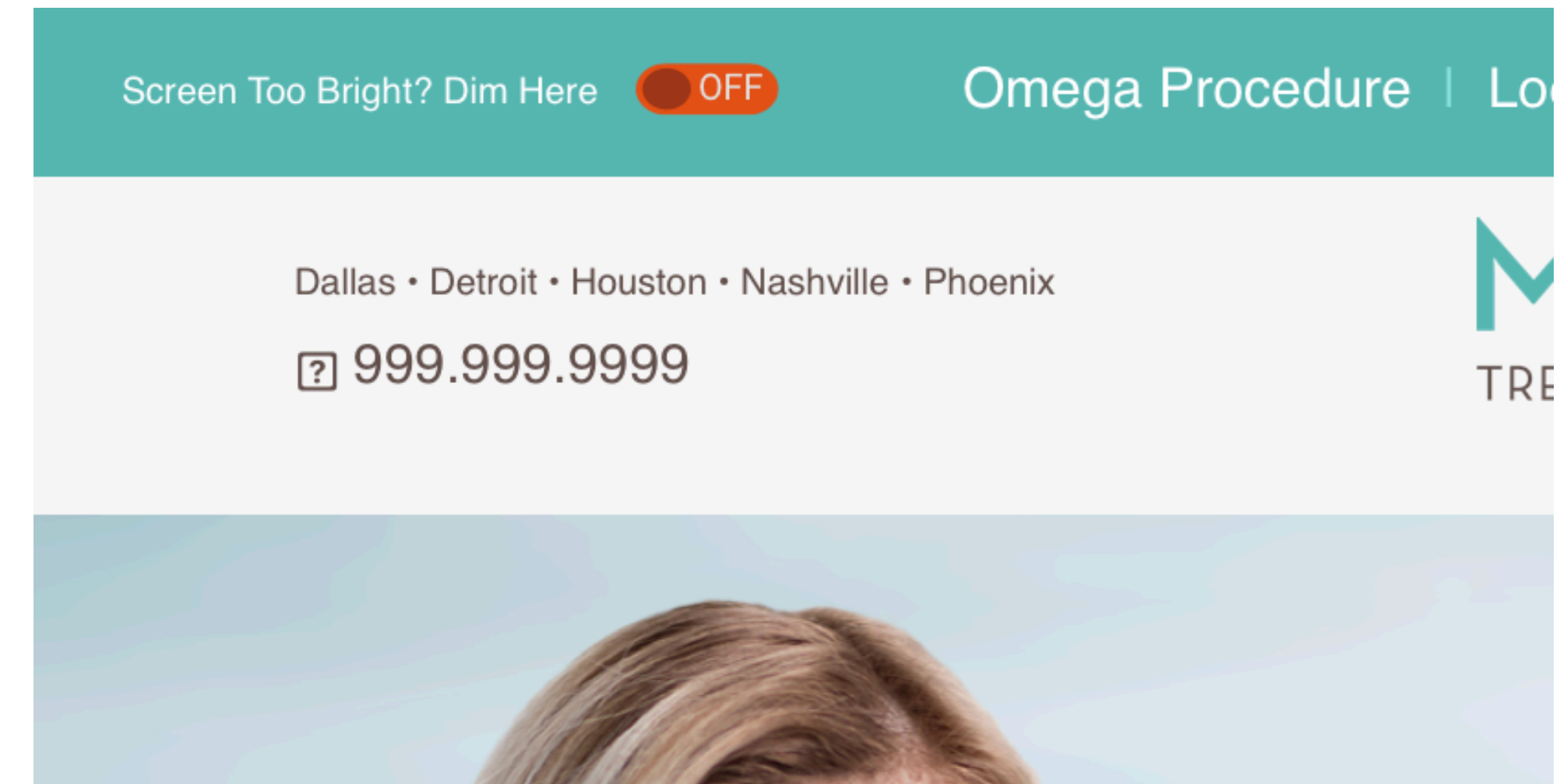


# User

- More than 60% women
- Migraine was disabling so it made it hard to use a device
- Needing information quickly

# Approach

Our main approach was to reorganize the content on the website make it mobile friendly, but we also wanted to make sure if someone was having a migraine crisis at the time they would be able to navigate the website and find the answer they needed so we created the option to “Dim Brightness”.



# Some wireframes

Screen Too Bright? Sim Here  Dallas • Detroit • Houston • Nashville • Phoenix 999.999.9999

MIGRAINE TCA Omega Procedure Locations Patient Stories Resource Center About Us

About The Omega Procedure Causes of Migraine What We Treat What To Expect Am I A Candidate?

## About the Omega Procedure

Nam dapibus nisl vitae elit fringilla rutrum. Aenean sollicitudin, erat a elementum rutrum, neque sem pretium metus, quis mollis nisl nunc et massa. Vestibulum sed metus in lorem tristique ullamcorper id vitae erat. Nullam rhoncus lacus non odio luctus, eu condimentum mauris ultrices. Praesent blandit, augue a posuere aliquam, arcu tortor feugiat turpis, quis lacinia augue sapien at tellus. Cras ut erat magna. Morbi nibh ante, condimentum vestibulum tempus a, tristique et velit.



## Who needs it?



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## How Does it Work



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Lorem nam dapibus nisl vitae elit rutrum tristique links to [Research](#)

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MIGRAINE TCA Omega Procedure Locations Patient Stories Resource Center About Us

About The Omega Procedure Causes of Migraine What We Treat What To Expect Am I A Candidate?

## Am I A Candidate?


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1. In order to get rid of or control your migraines, have you tried conservative measures?

- A Nam elit fringilla
- B Erat vitae sed nunc
- C Ullamcorpoer assado
- D Ullamcorpoer assado

## Great Answer!

In hac habitasse platea dictumst. Vivamus adiiscing fermentum quam volutpat aliquam. [Next Question >](#)



In hac habitasse platea dictumst. Vivamus adiiscing fermentum quam volutpat aliquam. Integer et elit eget elit facilisis tristique.

[Research](#) [Am I a Candidate?](#) [FAQ](#)

Migraine Treatment Centers of America is an education, patient advocacy, research and marketing institution whose mission is to help people find relief from their debilitating pain. Nothing contained in this website or any other communication from National Neurosurgical LLC, its employees or agents, should be interpreted as a diagnosis or recommendation for treatment.

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See If You Are A Candidate?

## Become a Partner Physician

Nam dapibus nisl vitae elit fringilla rutrum. Aenean sollicitudin  
999.999.9999  
[partner@migrainecenters.com](mailto:partner@migrainecenters.com)

### Fill Out This Form

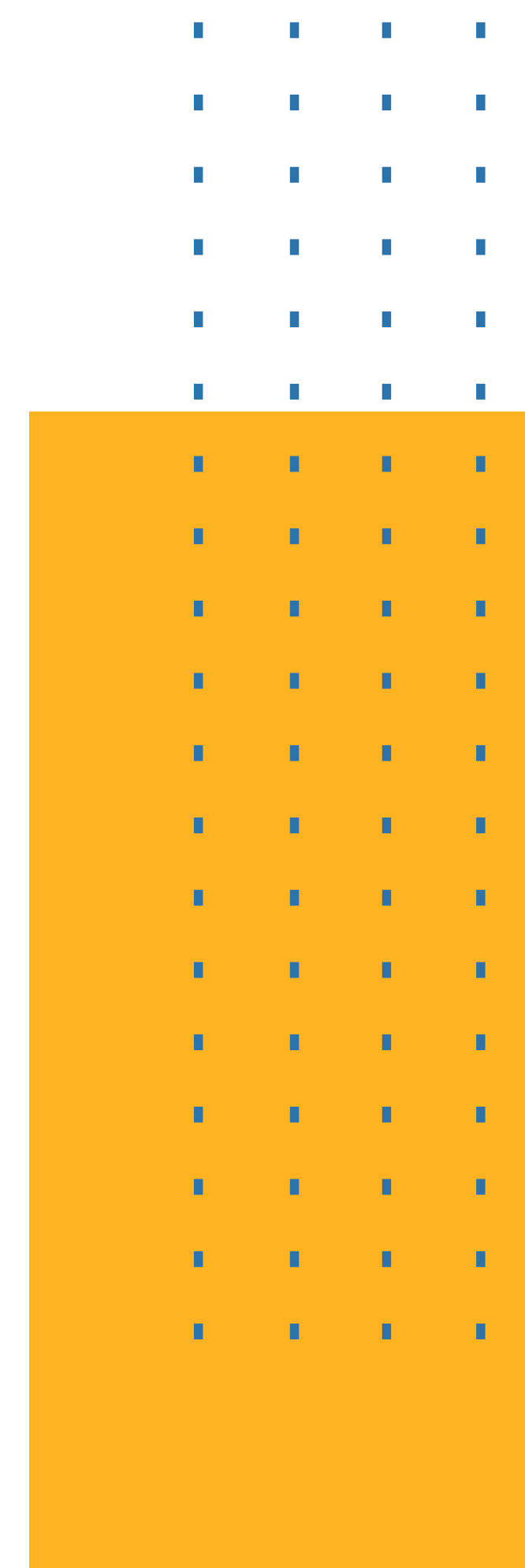
First Name Last Name  
Phone Number  
Email  
City  
Why would you be a good Partner Physician?  
[Submit](#)



In hac habitasse platea dictumst. Vivamus adiiscing fermentum quam volutpat aliquam. Integer et elit eget elit facilisis tristique.

[Blog](#)

[Am I a Candidate?](#)



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# MIGRAINE

TREATMENT CENTERS OF AMERICA  
by Nobilis Health

Start Today



## See If You're A Candidate

Please fill out this form. A Patient Care Manager will review it and reach out to you soon.

First Name  Last Name

E-mail  Phone Number

Insurance Carrier

Please Select Your BSBS State

Ask us your question, we would love to answer and help you with your migraine!

I accept the Privacy Policy and User Agreement

Request Now

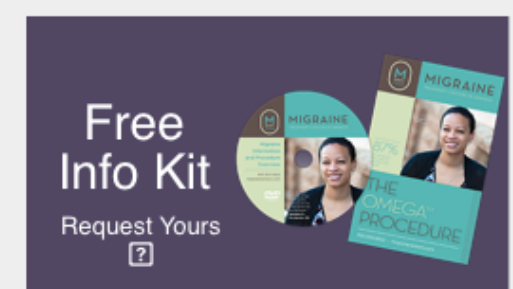
## The Omega™ Procedure: A Surgical Solution

Chronic migraine sufferers have a life-changing alternative to prescription medications. One remote-controlled surgical implant about the size of a pacemaker may significantly reduce—or completely eliminate—your pain. For good.

### How It Works

- The Trial**  
Test drive the Omega technology for about a week to see if it helps you.
- The Implant Stage**  
A pacemaker-type device is implanted. Tiny, imperceptible wires are placed just below the skin.
- Using The Device**  
You'll be given a remote control that allows you to activate the wires when you sense a migraine starting.
- Relief**  
Once activated, the electrical wires will scramble the pain signals generated by the migraine.

Download The Procedure Guide



## The Key Benefits of the Omega Procedure

- Eliminate or drastically reduce migraine pain
- No side effects aside from an occasional buzzing

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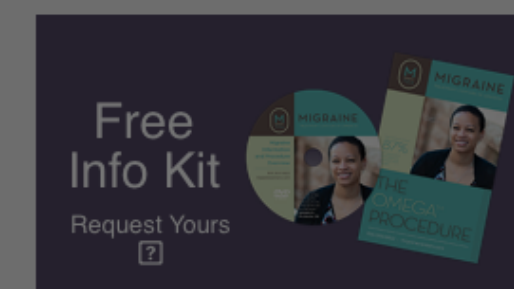
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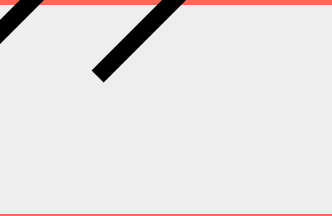
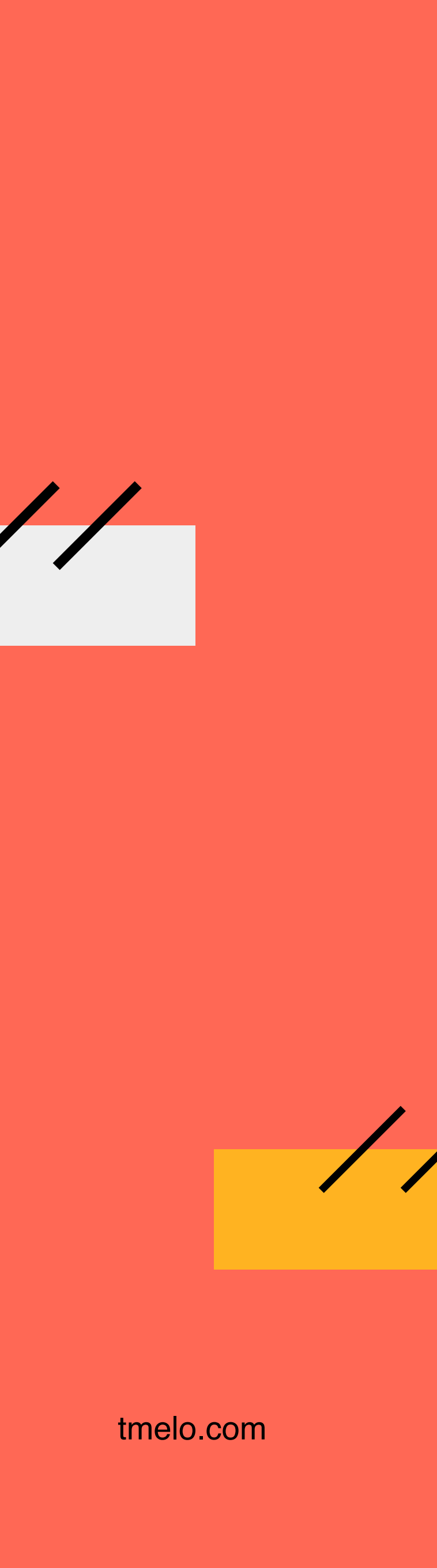
Download The Procedure Guide



## The Key Benefits of the Omega Procedure

- Eliminate or drastically reduce migraine pain
- No side effects aside from an occasional buzzing





**Now some....**  
**Let's check out some**  
**User Interface Design**

# DOLLAR GENERAL®

## TEAM

**UX/UI Designers:** Fran M., Taly M., Phil S., Nico B., Steve S.

**Main Task:** Scan Station

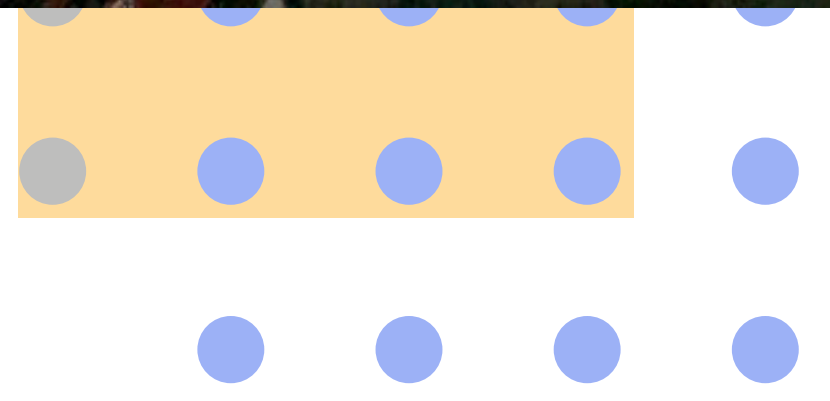
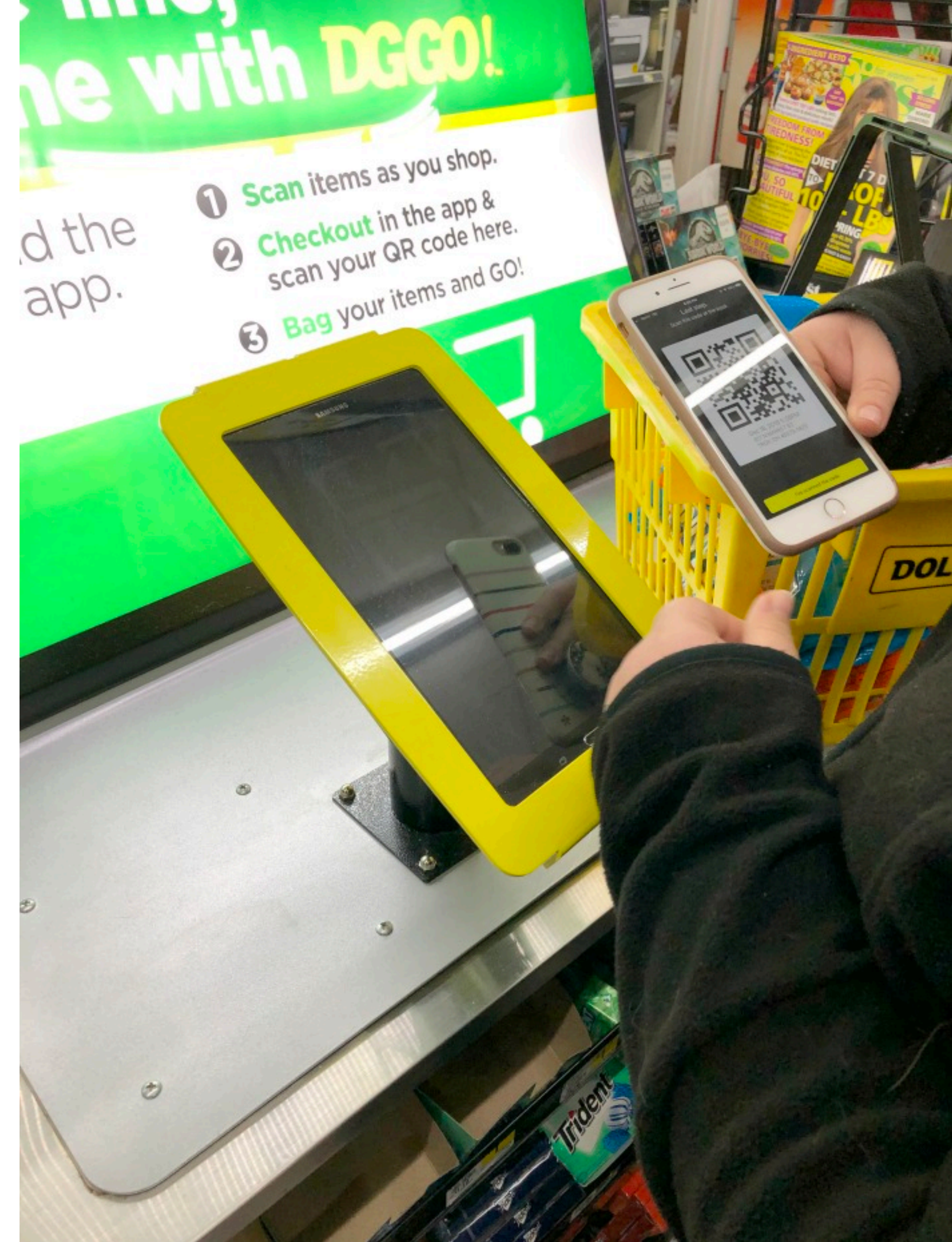
**Agilitee**

**Date:** 2019-2020



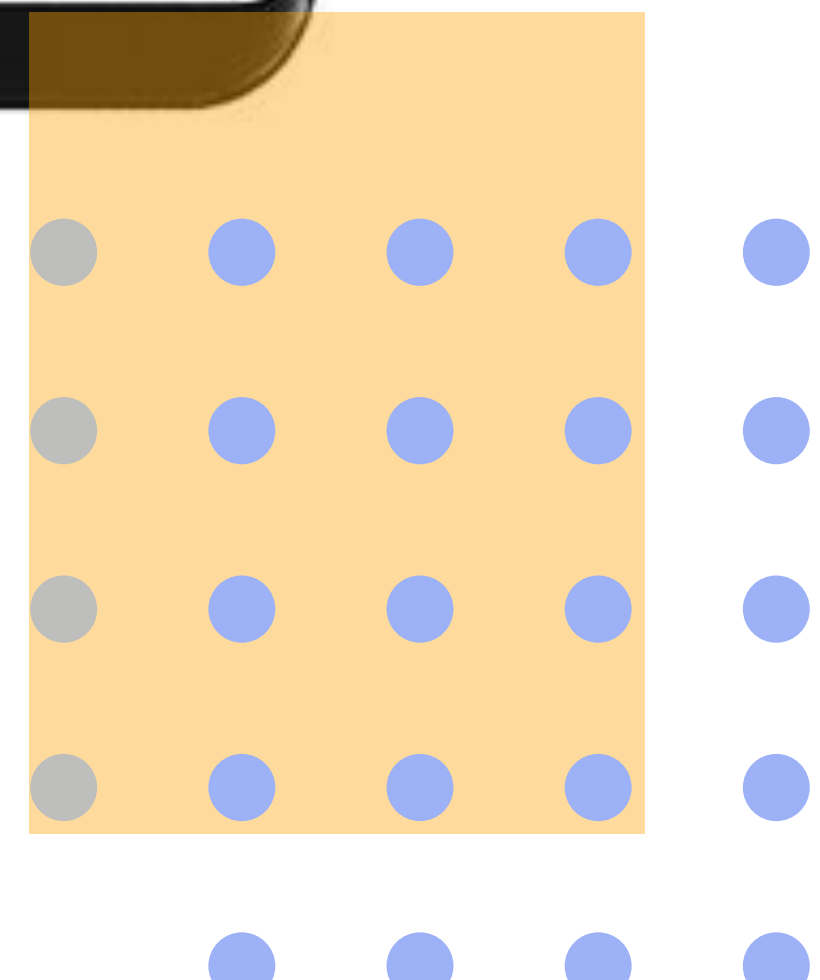
# Dollar General's DGGGO! Kiosk

Dollar General has introduced DGGGO, a smaller convenience concept putting urban millennials, the typical grab and goers. Dollar General is also rolling out in-store technology which includes scan and go and payments app DG GO! The app includes a checkout feature which allows customer to track spending and has been popular as it proves useful to a customer that wishes to track their budgeting.



# Challenge

- Come up with a possible way to prevent shoplifting
- Make the in-store experience quicker and adding delightful experience
- Most important for DG was to give their customers the ability to know how much they were about to spend since a lot of their users were on a budget
- Certain items have security tags that needed to be removed before walking out & Items that had age requirement needed an ID check
- Getting customer to grant permission and enable bluetooth so we can identify they are inside the store
- Show customers the value and delight of coupons and offers automatically by applying them whenever they scanned
- Space in the store is limited for a new checkout station and we'd need to make this special checkout area easy to see in the busy landscape of the store
- Make sure it was ADA compliant



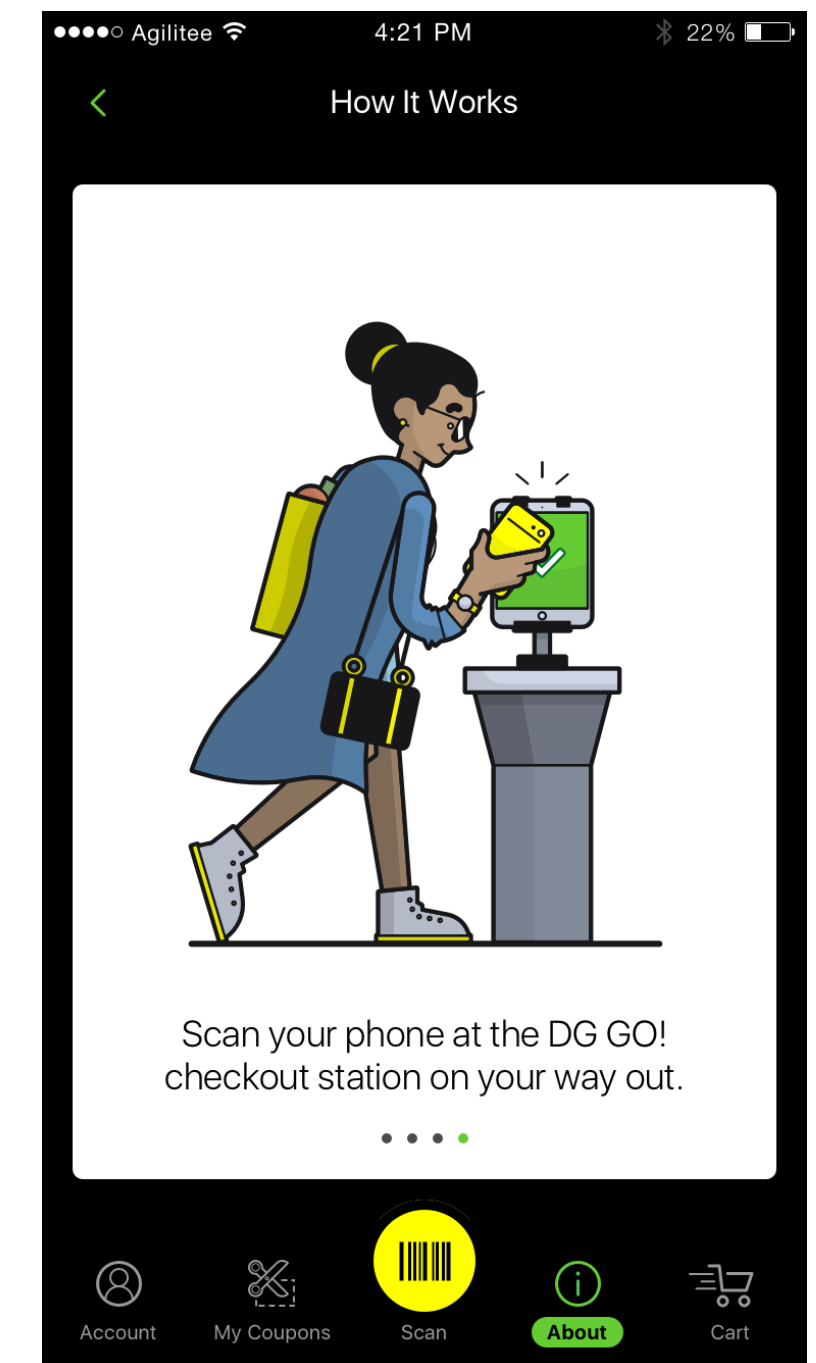
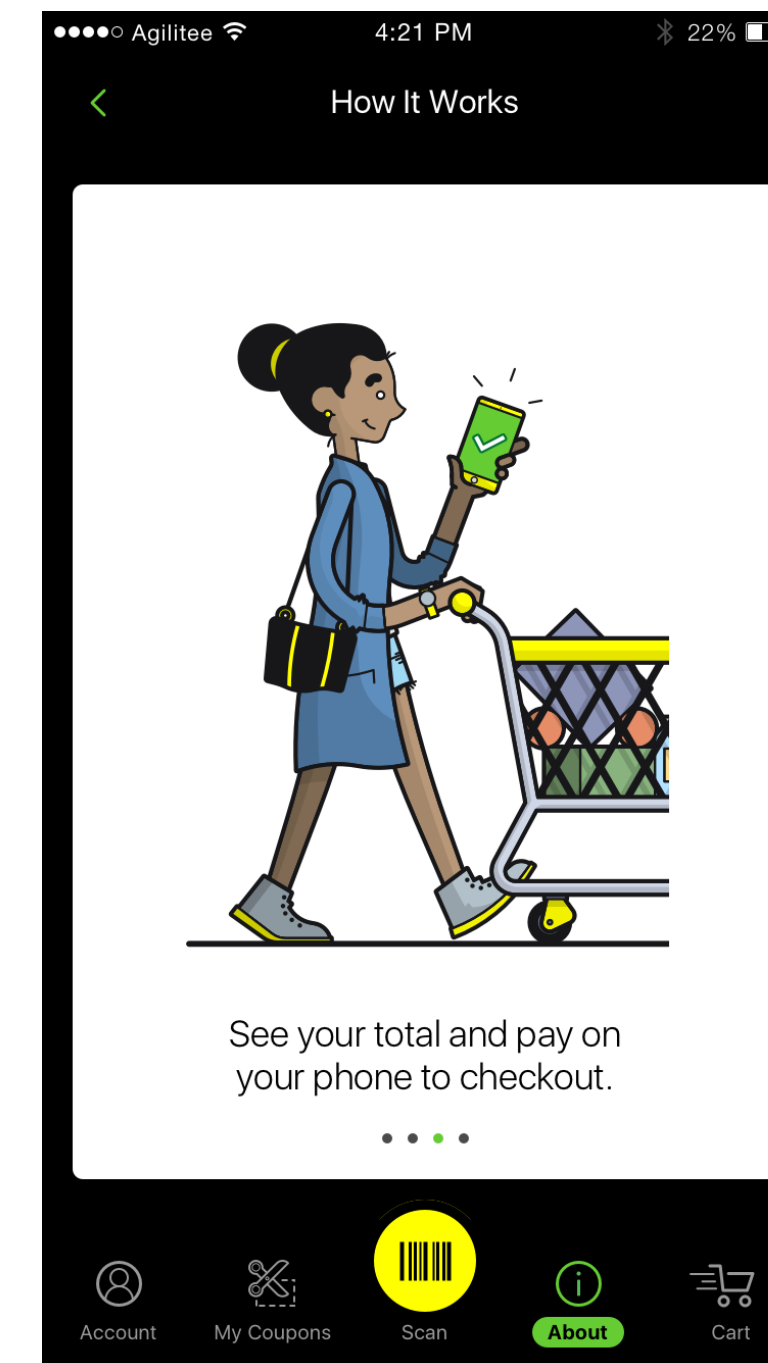
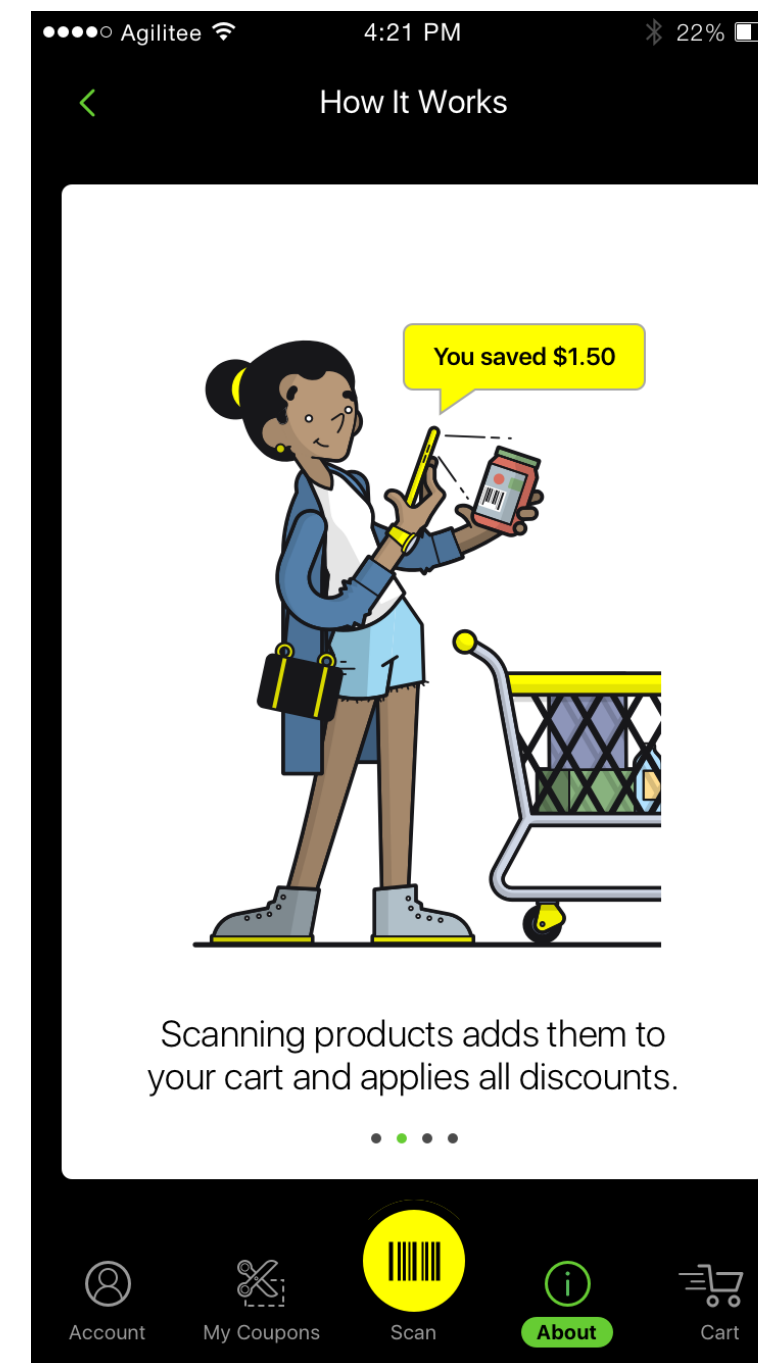
# User

- Many customers are often operating on a cash-only basis
- Many customers have very limited funds, e.g. I have \$12 to spend today
- Customers do a lot to track down coupons and special offers
- Customers are often disappointed when they get to the register and find that some coupons can't be used – which means they didn't get the price they wanted and may have to put some items back
- The slimmed down store staffing model allows Dollar General to offer lower prices, but it also creates long queues at the register. This save on time frustrates many customers and employees.



# Solution

The DG GO! app is designed to help customers get accurate prices on items with pre-clipped digital coupons applied as they scan items in the store using the app. In addition to making the price more transparent, it enables customers to checkout using their smartphones and a checkout station so that they can save time by skipping the line.



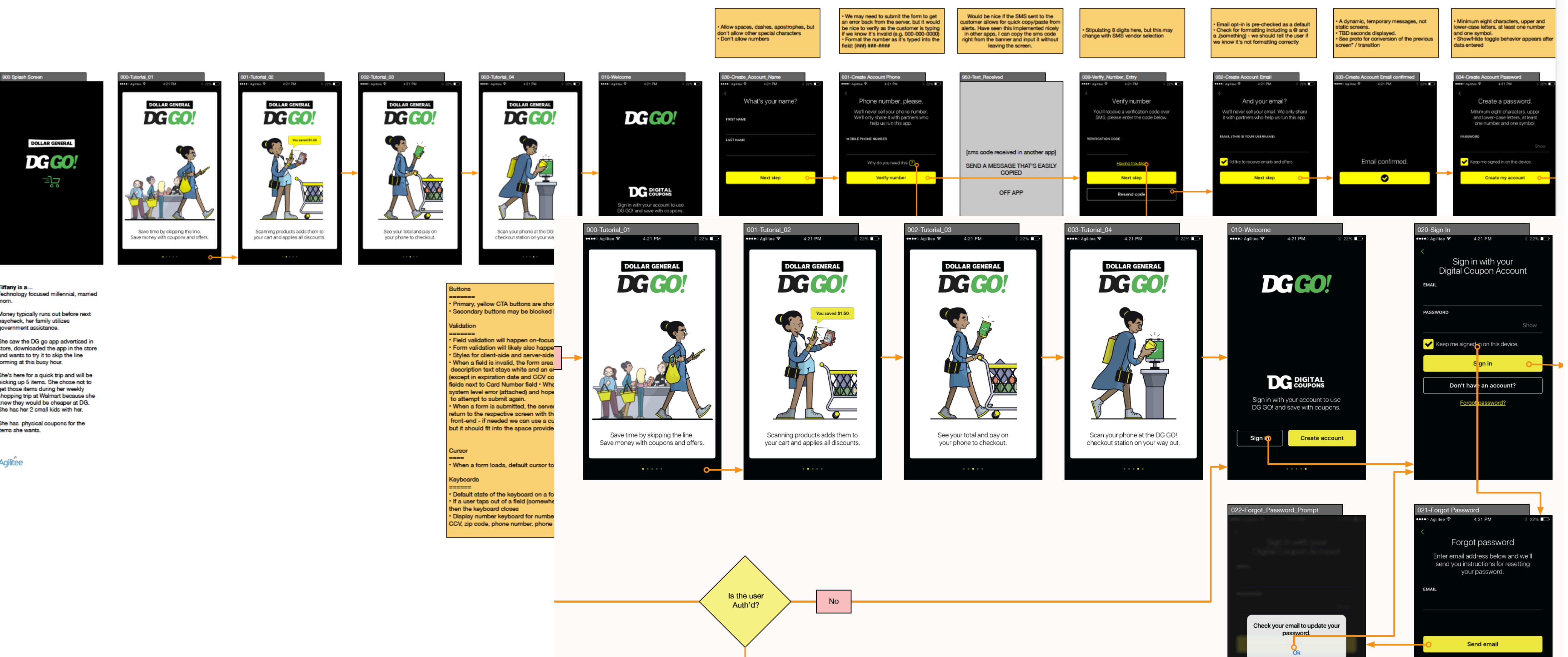
# Process

- Getting onboard with our client: the who, what, when, where and why
- Understand the customer context: the deeper we got into the project, the more we were exposed to everything Dollar General knows about its customers – and then we expanded into performing research directly with those customers.
- Auditing other solutions: we did a deep dive on the existing pilot solution, best in class apps and competitive apps.
- UX Artifacts: we customer journey map which visualizes the flow of the in-app and in-store experience, an AppMap to communicate user flows, prototypes for testing, and designs in sketch – ultimately these help us explain what we're thinking about the experience and how we think the app should look & behave.
- User Testing: we performed usability tests online and in-person with customers in Dollar General stores to validate the assumptions we made and refine interactions.
- Job Stories: we created a backlog filled with job stories that focus on customer context, motivations and desired outcomes to help direct our thinking.
- Jam Sessions: we had frequent conversations with developers to surface issues, refine our understanding of technical capabilities and share UX/design intent
- Development: We cranked out awesome UI work and collaborated directly with Dollar General's development team to help them deliver the app with the UX/UI intent that was established.



# Explorations

Approved  
 DG GO!  
 FTUE Create Account - v.44  
 Applies to iOS and Android 6+

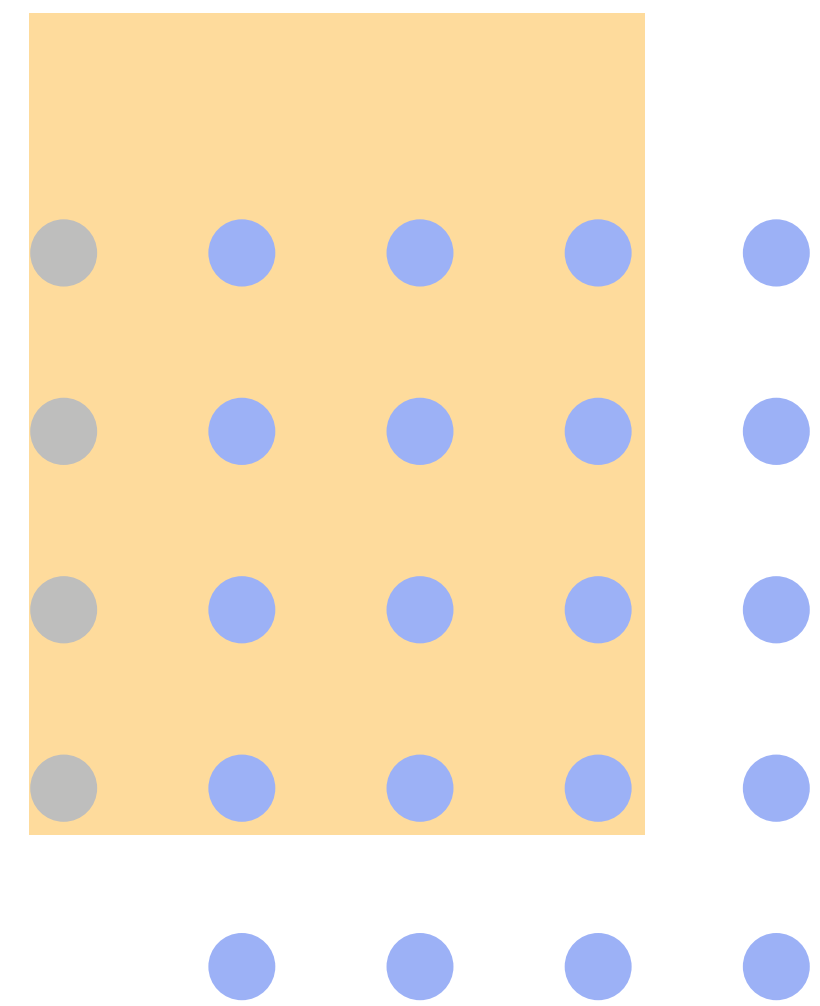
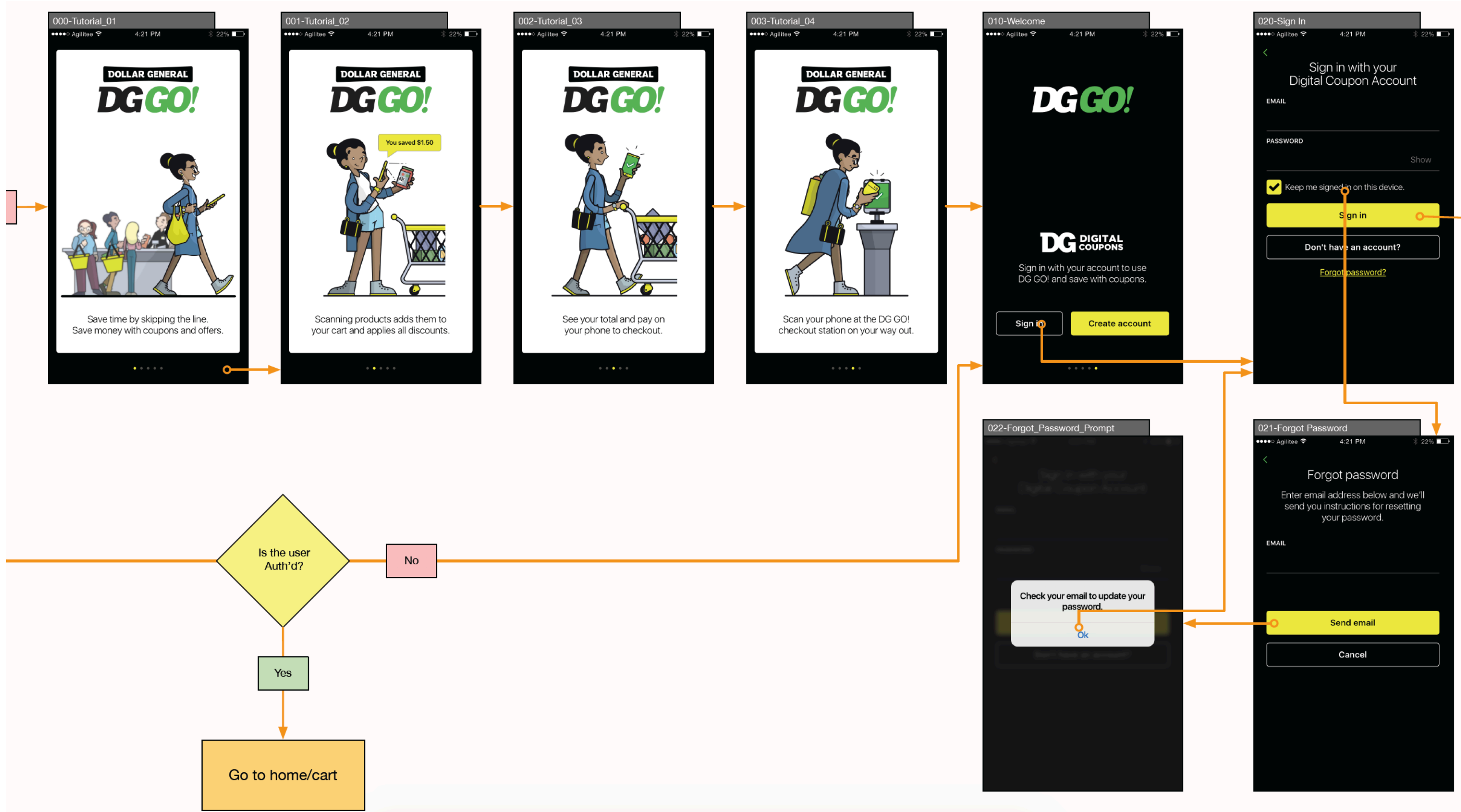


Tiffany is a...  
 technology focused millennial, married  
 mom.  
 Money typically runs out before next  
 paycheck, her family utilizes  
 government assistance.  
 She saw the DG go app advertised in  
 store, downloaded the app in the store  
 and wants to try it to skip the line  
 forming at this busy hour.  
 She's here for a quick trip and will be  
 picking up 5 items. She chose not to  
 get those items during her weekly  
 shopping trip at Walmart because she  
 knew they would be cheaper at DG.  
 She has her 2 small kids with her.  
 She has physical coupons for the  
 items she wants.

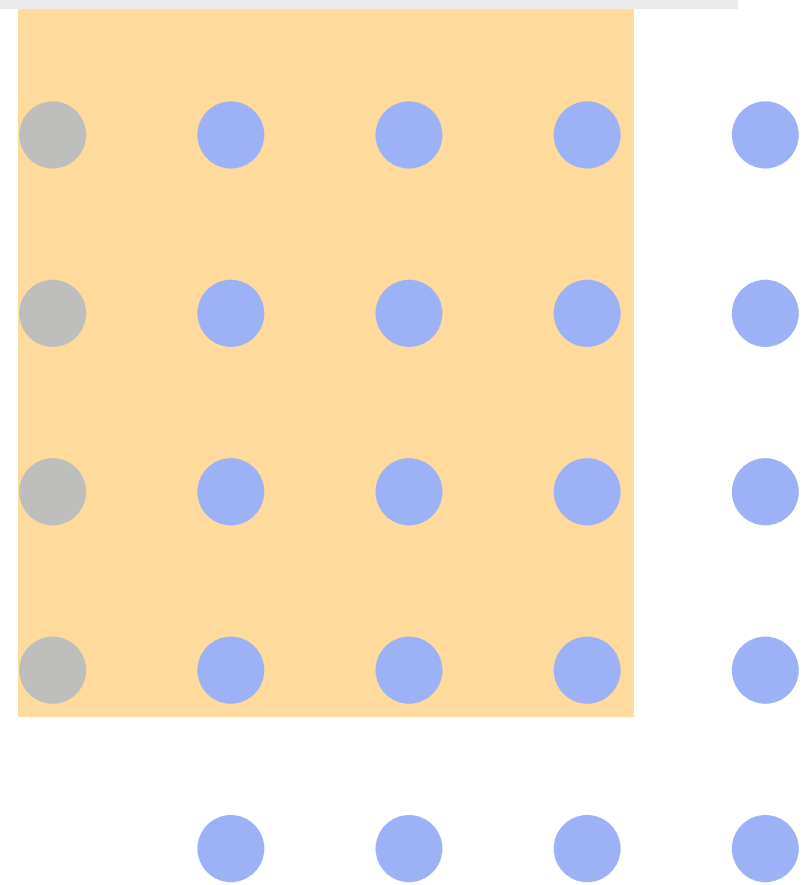




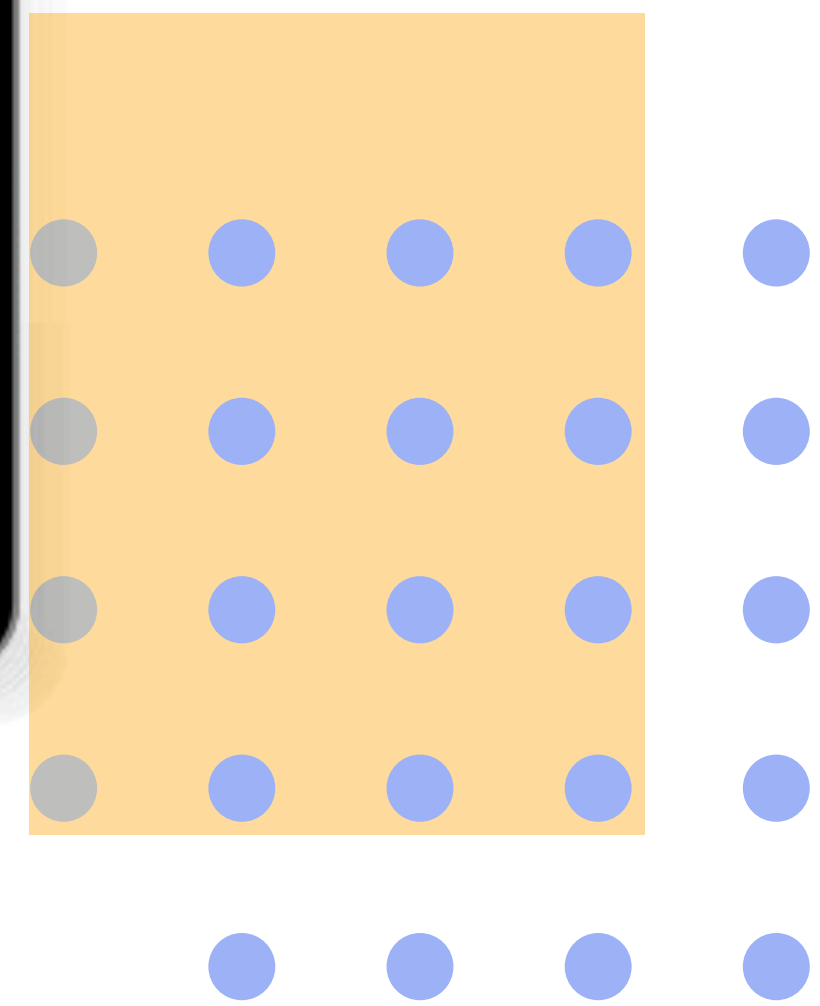
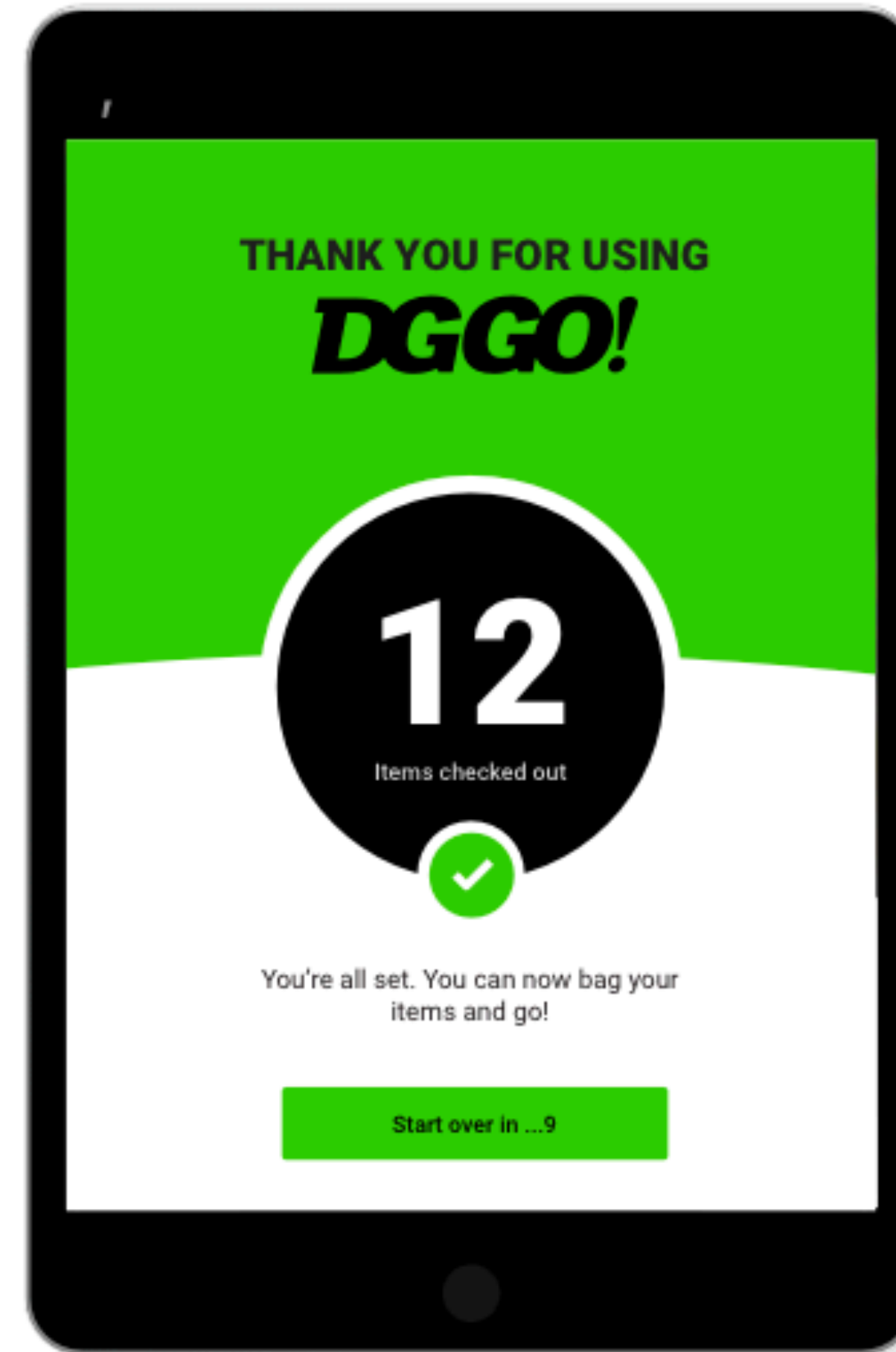
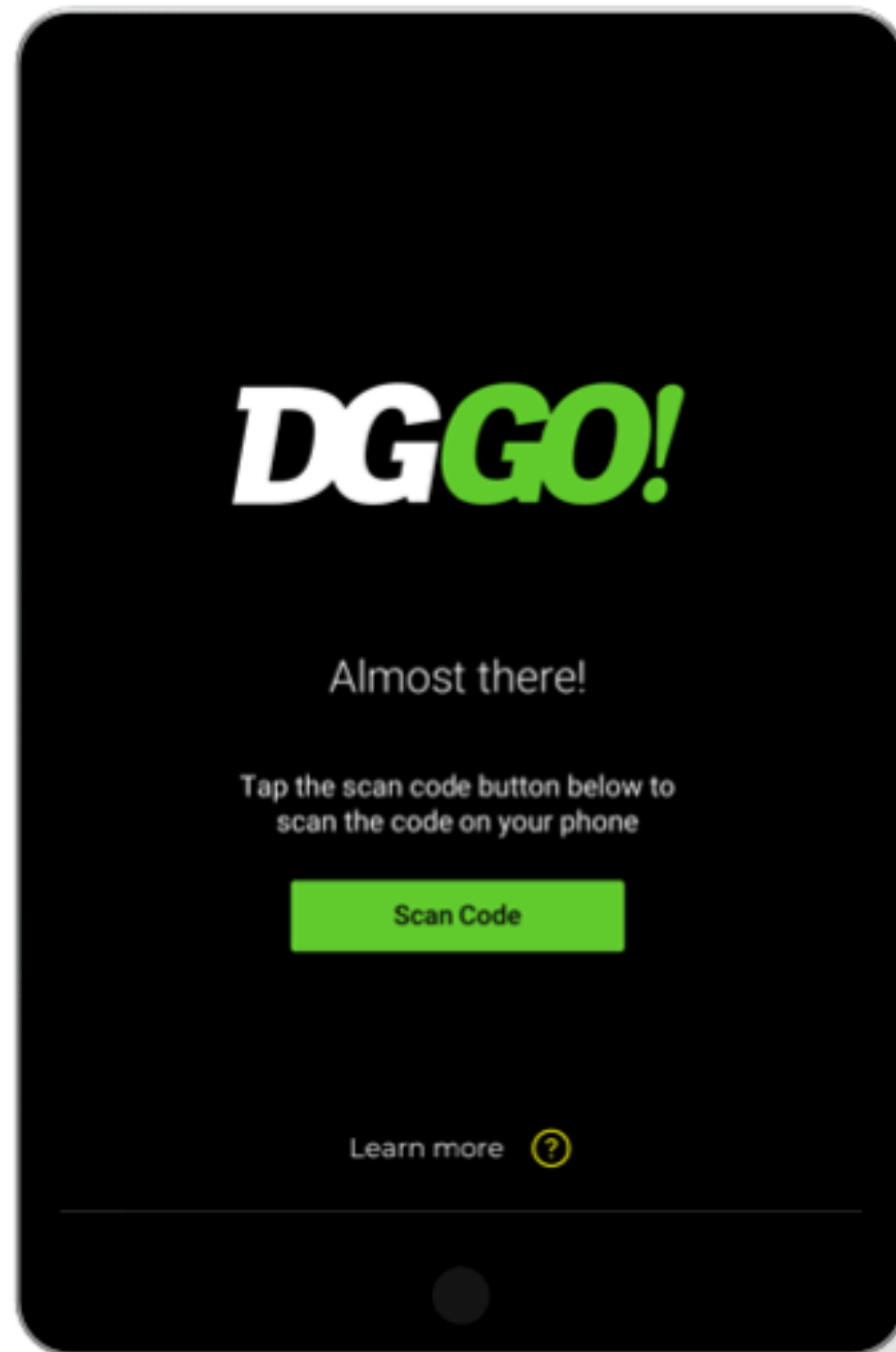
# Explorations



# Scan Station

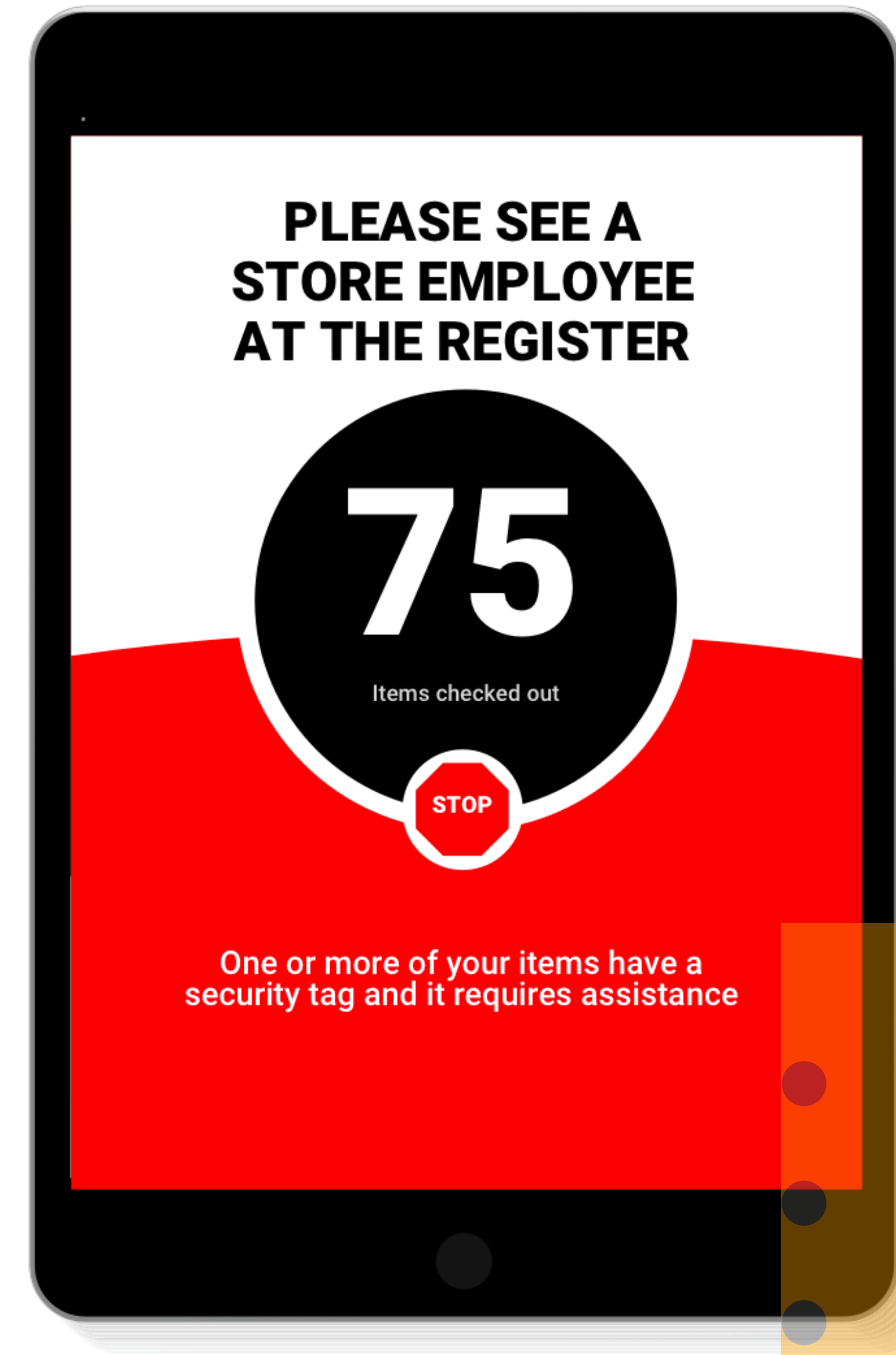
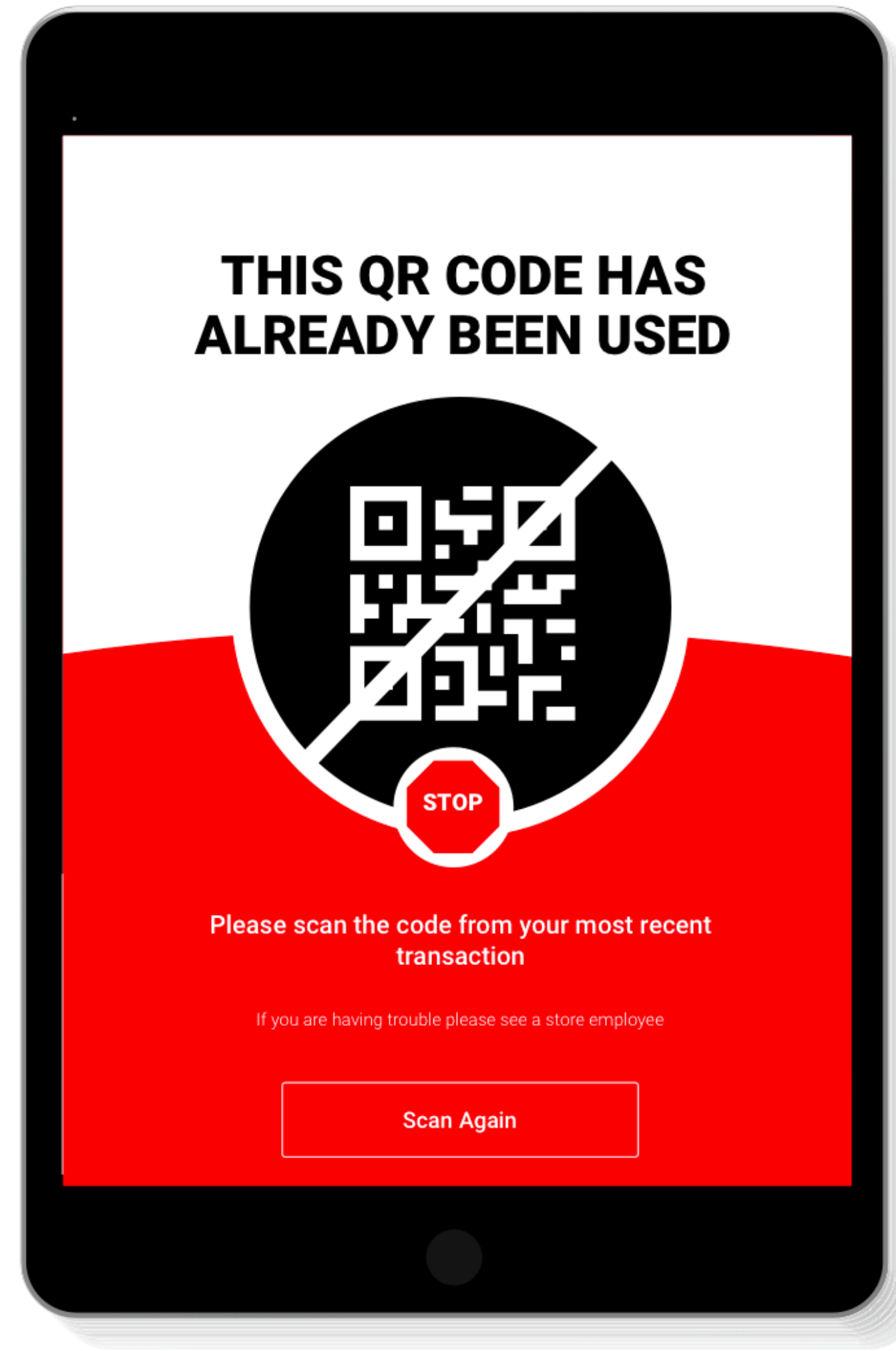


# Final Work - Scan Station / Kiosk

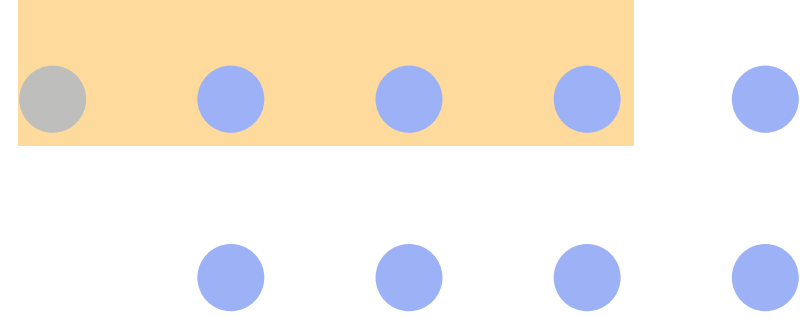
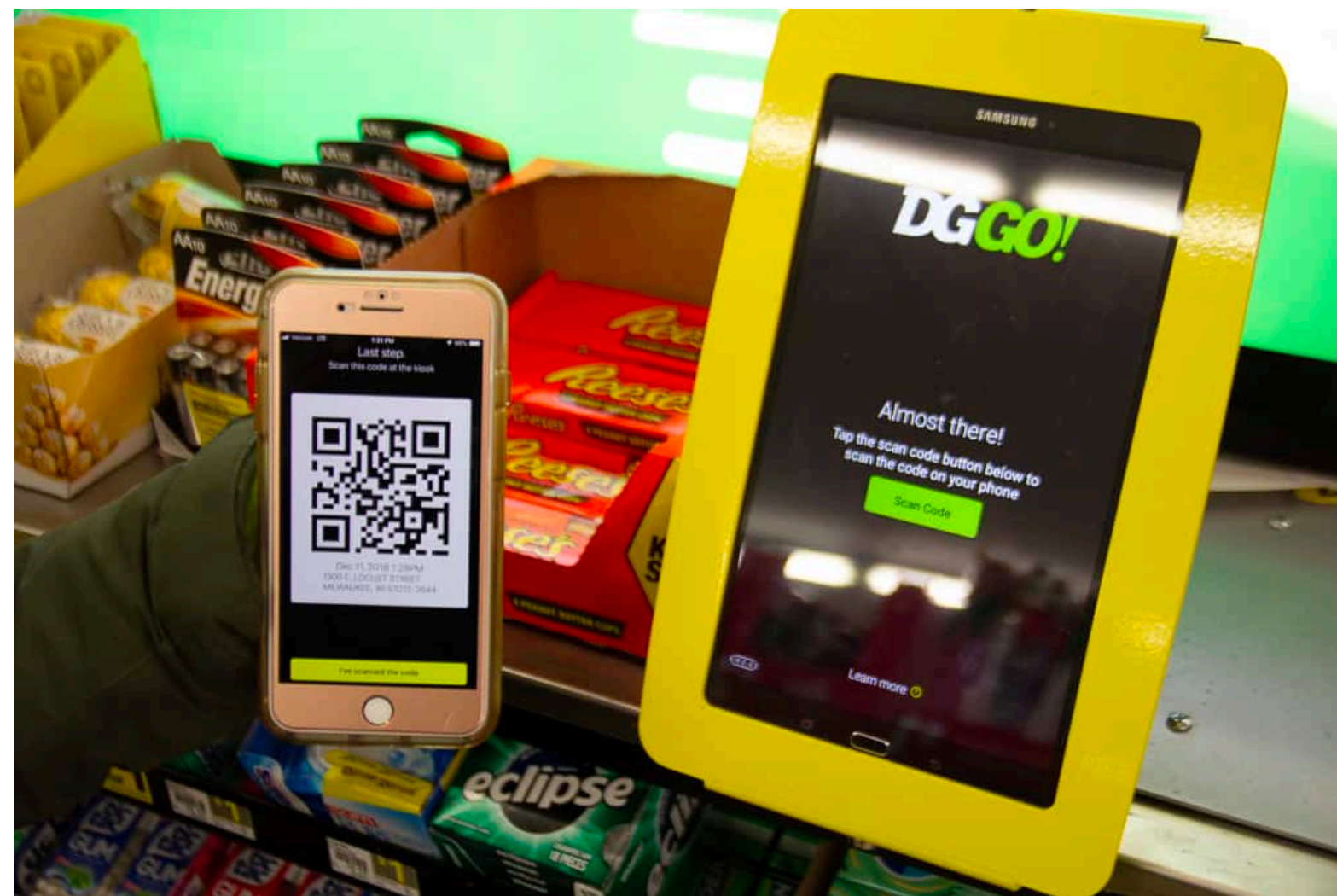
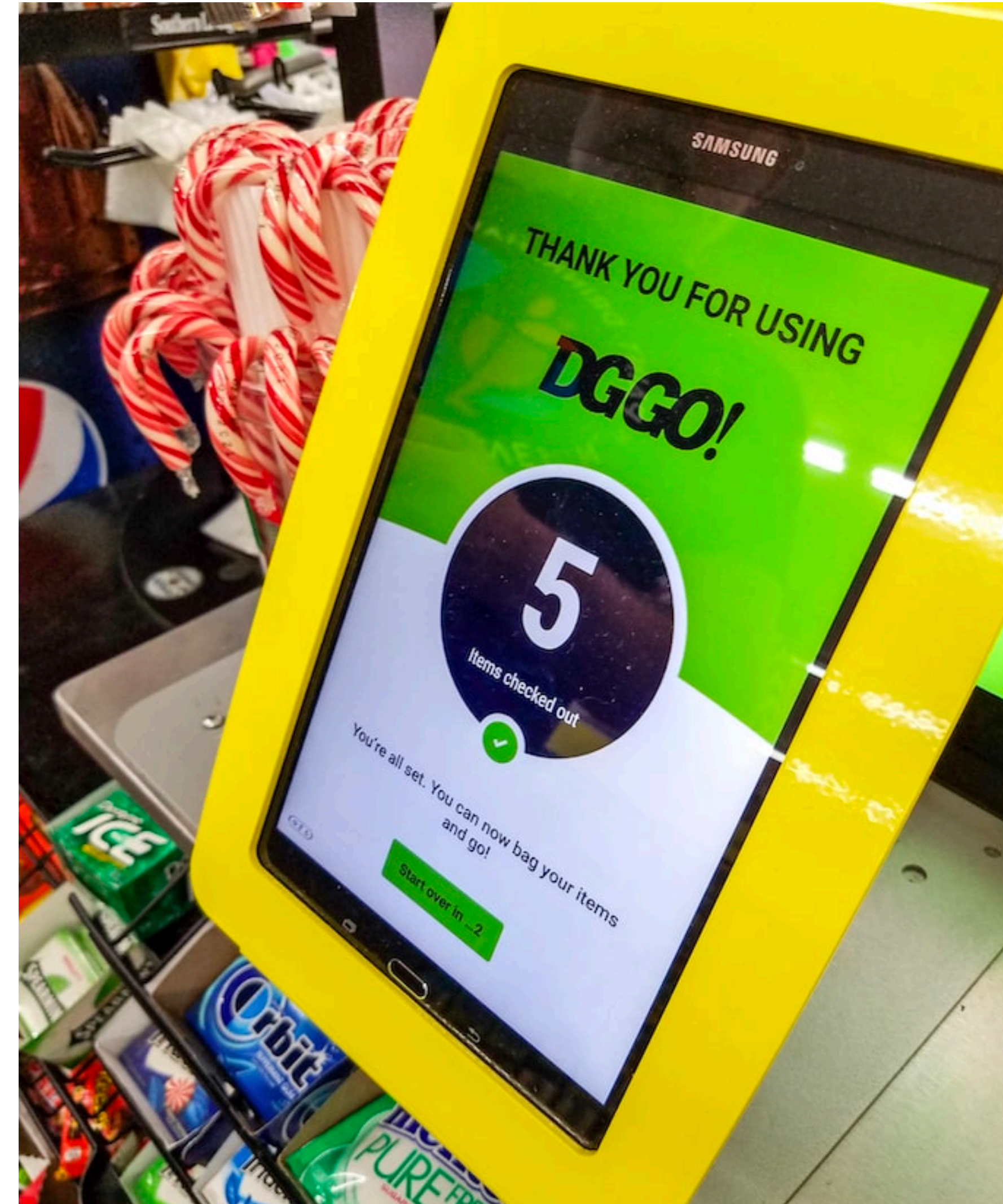
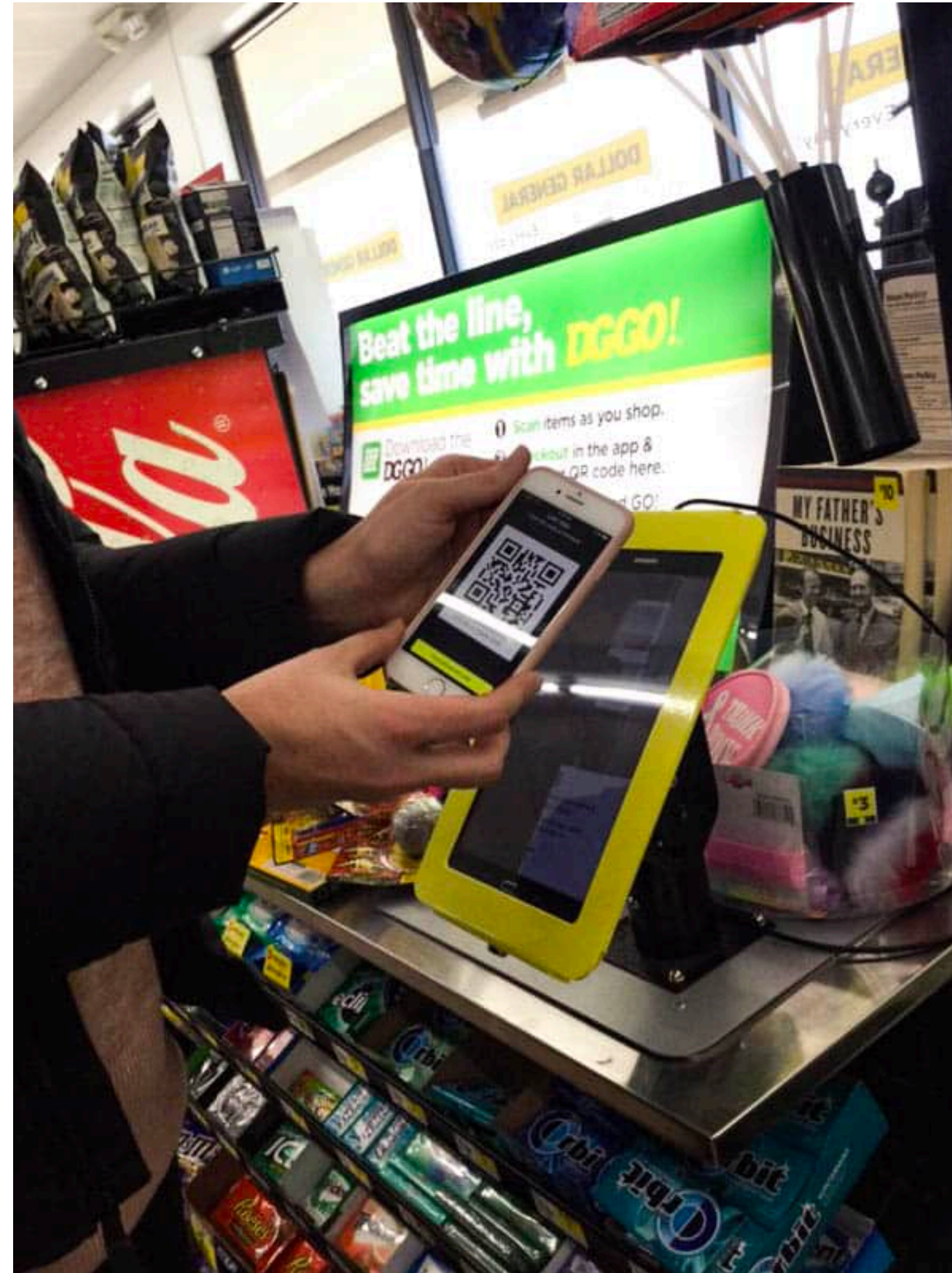
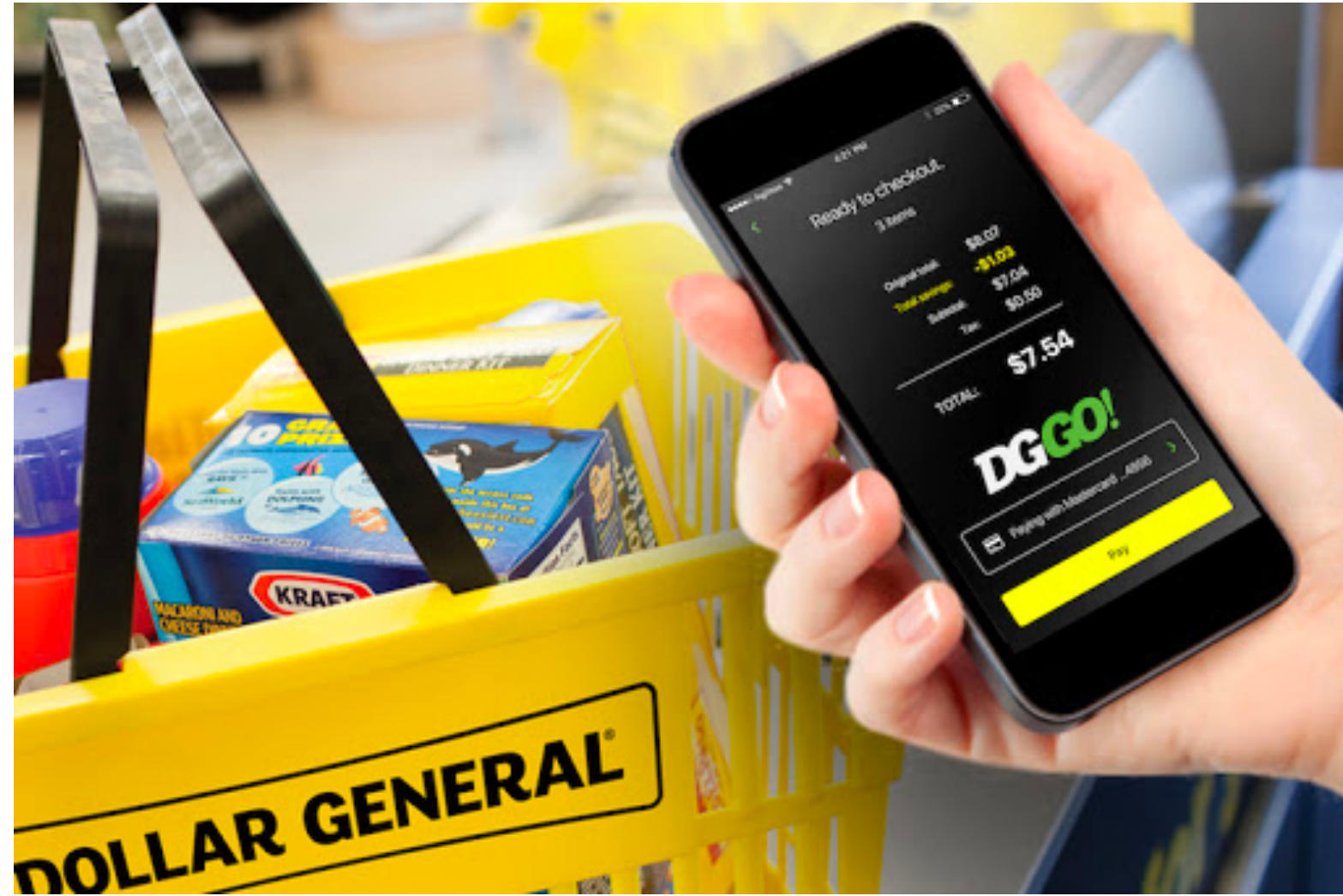


# Final Work - Scan Station / Kiosk

## Error Screens



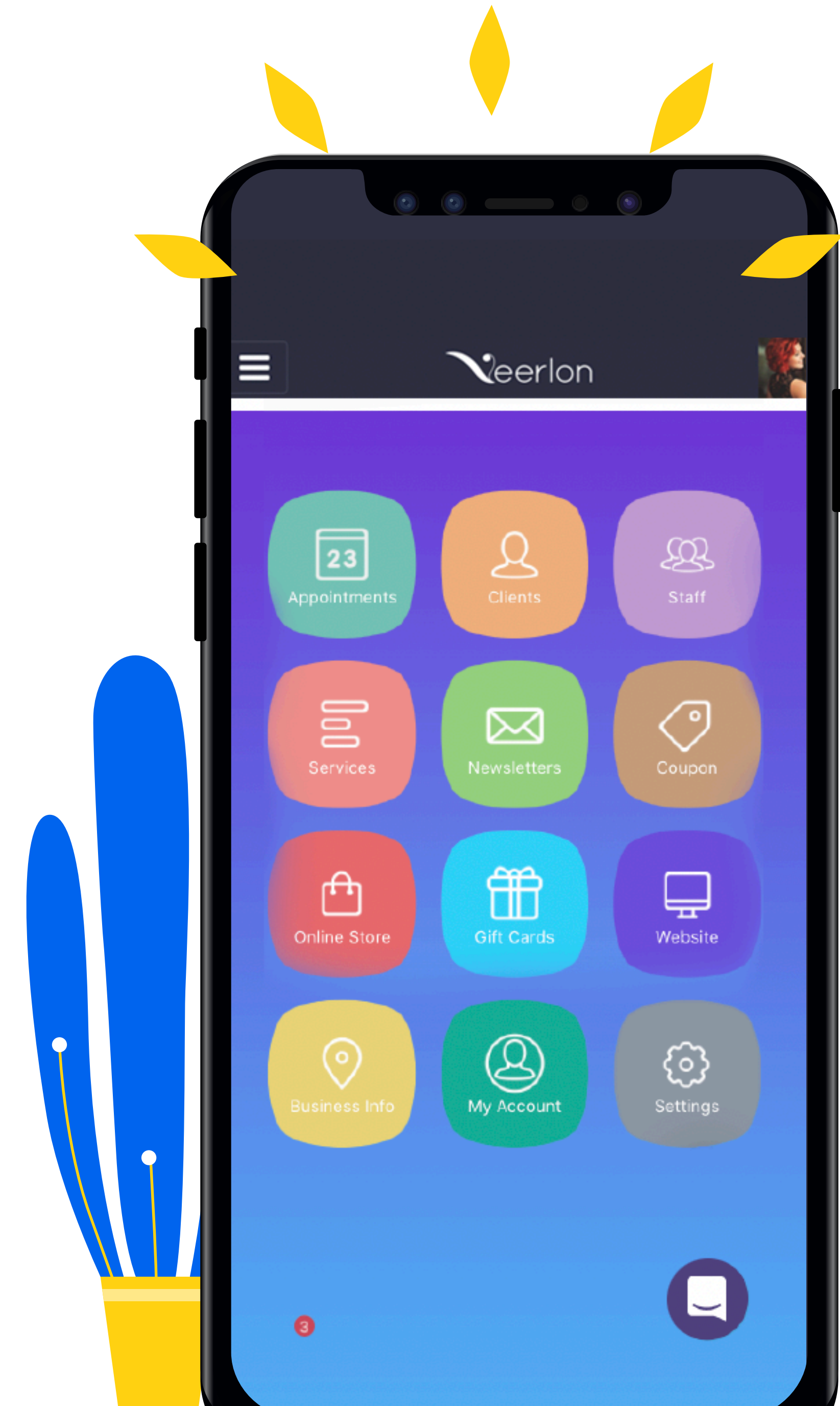
# The Scan Station in use



# What if things don't go as planned?

As many things in life, designing a project doesn't always go well. I had a few experiences in my design career that I had to deal with. This all started 7 years ago. Veerlon, this is the SaaS company for beauty professionals. I am one of the co-founders. Before starting Veerlon we didn't do much research, we just THOUGHT we knew everything that could work for the industry but we didn't spend much time really trying to understand all their needs. After a whole year of designing/developing the Online App we did a panel with hair stylist and a lot of the features we included were not something that they really needed.

Thankfully at the end everything worked out well and we were able to pivot what did work and after gathering REAL user data and make the adjustments needed.



# But I learned a few important things:

- Always clarify your goals. It should be absolutely clear to you what problem you solve and what are expectations of your clients regarding the system you are building.
- You are not your user. Never assume how people will use your product without doing a proper research/requirement clarification.
- Feature  $\neq$  value. More features don't automatically translate into the more value. The best products are the ones that give users what they need.
- Iterate, iterate, iterate. Don't try to build a complete product right from the first attempt. Always iterate and test after each iteration.



Taly is a workhorse of the highest pedigree! In our shared time together on projects for Subway she was not only amazingly efficient at churning out work for our production needs, but equally impressive when dealing with intricate concepts and transforming them into practical user flows and UI designs. I would recommend Taly for any UI/UX work that comes her way – she’s got a great eye for design, organization, and most importantly she has a great sense of the user’s needs and behaviors in the digital space.



– Pete Mrsich  
UI Designer @ Subway Digital

Taly is wonderful to work with and is fantastic at UI design and UX production projects. Taly has grown so much since when she started with us and has a never ending supply of willingness to learn, a care for successful outcomes and is continuously happy and kind throughout the process. Not only does our team love Taly but our clients do as well. `



– Steve Street, CEO & Experience  
Design Director @ Agilitee

Taly would be a great asset to your design team, period. Throughout our time working together at Agilitee, she has honed her skills to think through problems from a customer or user-perspective and address solutions using lean UX practices. She also has a great eye for detail and solid project management chops. On the soft skills side, her positive attitude, willingness to learn, and adaptability make her an exceptional teammate.

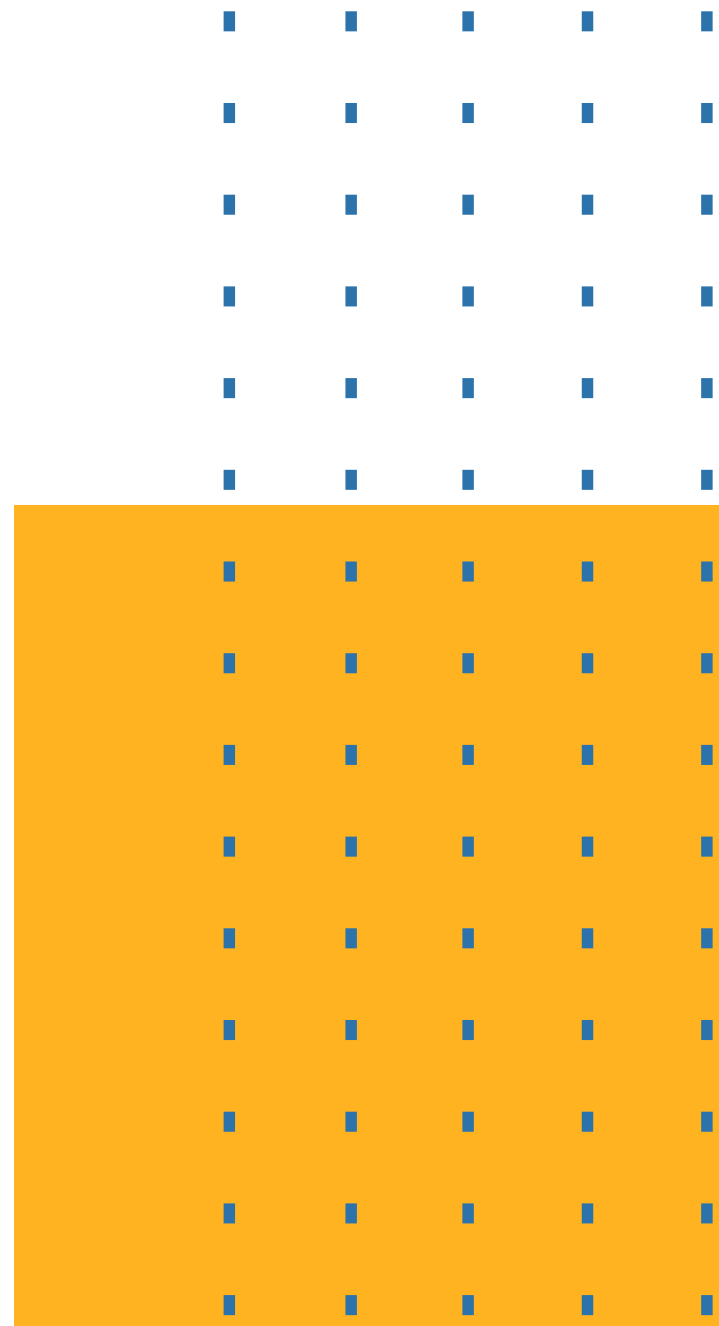


– Cat Ganim  
Digital Strategy Lead @ Agilitee

Taly has been an amazing addition to our team, able to hit the ground running with a great understanding of complex systems and solid practical skills creating user flows and wireframes. Proactive and detail-oriented, she comes to every meeting with a clear list of questions and objectives, often noting important edge cases that the team may not have considered. With very little runway, Taly is always able to take a feature from concept to final UX design independently while also quickly and cheerfully incorporating any feedback. Finally, she is friendly and great fun to work with!

Taly has been a fantastic collaborator, and I would absolutely be delighted to work with her again!

– Missy Roode  
User Experience Manager @ Amwell





Design creates stories, and stories create memorable experiences, and great experiences have this innate ability to change the way in which we view our world.”

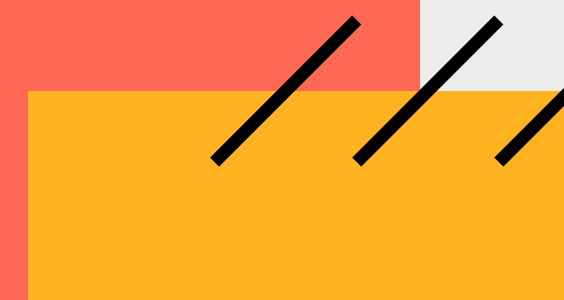
— Christian Saylor





**Ինչպես արդ**

**time**



# Questions



**I would love to answer!**

Feel free to email me at [taly@tmelo.com](mailto:taly@tmelo.com)

