

# WADI TALHAMI

Graphic Designer • UI/UX Designer • Developer

📞 516-305-2466 📍 Islip, NY ✉️ [creativetalhami@gmail.com](mailto:creativetalhami@gmail.com) 🌐 [waditalhami.com](http://waditalhami.com) 🔗 [linkedin.com/in/talhami](https://linkedin.com/in/talhami)

Creative Design Leader with 10+ years of experience in delivering strategic, high-impact UI/UX solutions and digital design work for major brands including DraftKings, TYR Sports, KISS Beauty, and agency clients like DreamWorks, Disney, Showtime and ESPN, driving brand revitalization and customer acquisition. (e.g., 500K+ customer acquisitions). Expert in Adobe Creative Suite, HTML/CSS, Figma, and user-centered design systems.

## WORK EXPERIENCE

### Senior Graphic Designer - UI/UX Designer | Senior Manager

*Kiss Products, Inc. / 2022 – 2025*

- Led the design and execution for user interface & experience designs for KissUSA and affiliate brands.
- Oversaw UI/UX planning, design systems, and workflows for multi-brand digital operations.
- Created wireframes, mockups, and prototypes to improve user experience and drive conversions.
- Collaborated cross-functionally to align visual design with business goals and digital marketing

### Visual Communications - Digital Arts Instructor | Adjunct Professor

*Nassau Community College / 2022 – 2025 (Part-time)*

- Taught courses in Adobe Creative Cloud, design thinking, branding, typography, and digital imaging.
- Guided students through hands-on projects using industry-standard tools.

### Senior Graphic Designer - UI/UX Designer | Manager

*TYR Sport, INC. / 2015 – 2022*

- Increased conversions by 30% through design innovation for eCommerce and digital marketing initiatives.
- Bridged the gap between creative and dev to optimize digital experiences and elevate visual identity.
- Developed brand standards and implemented responsive, scalable web design for TYR.com

### Senior Graphic Designer | Assistant Manager

*DraftKings, Inc. / 2014 – 2015*

- Designed high-impact sports marketing campaigns (MLB, NFL, NBA, NHL, PGA).
- Produced web and print collateral featured on ESPN, Yahoo Sports, and NHL.com.
- Helped drive 500k+ new customer acquisitions through creative design strategy.

### Senior Web Designer - Frontend Developer

*MedNet Technologies, Inc. / 2013 – 2014*

- Designed UI for CMS platform enabling clients to create custom medical websites.

### Motion Graphic Designer

*Mammoth Advertising, LLC. / 2012 – 2013*

- Created digital assets for entertainment brands including Disney, DreamWorks, Showtime, and A&E.

## EDUCATION

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### **Farmingdale State College, 2012**

Bachelor of Technology  
Visual Communications

## TECHNICAL SKILLS

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**Design Tools:** Adobe Photoshop, Illustrator, InDesign, Animate, After Effects, Premiere Pro, Dreamweaver, XD and Figma

## CORE SKILLS

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**Core Skills:** UI/UX Design, Wireframing, Prototyping, Web Accessibility, ADA Compliance, User Research, Graphic Design, Interactive Media, Web Animation, Web Guidelines, Branding and Photo Retouching.

**Web & Development:** HTML5, CSS, A/B Testing, Session Recordings and User Behavior Analytics.

## AWARDS & HONORS

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- Award of Excellence / FSC Foundation Presidential Awards Ceremony, 2012
- Award of Excellence / Babylon Art Awards Ceremony, 2011
- Award of Distinction / NCC Foundation Awards, 2008
- Academic Excellence Award / NCC Presidential Awards Ceremony, 2008
- AAA Scholarship / NCC President & Chairman of the Board of Trustees, 2008
- Certificate of Achievement / Thomas Suozzi, Nassau County Executive, 2008
- Certificate of Recognition for Academic Achievement / Nassau County Legislature, 2008
- Award of Distinction - NCC Foundation (2008)
- Long Island's Best Artist - Heckscher Museum of Art (2005)

