

SHANTI GUY

UX UI DESIGNER, BA DIGITAL DESIGN & VISUAL COMMUNICATIONS (AUI, 2006)

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PROFILE

My UX/UI Design Philosophy and approach to product design:

To produce a great experience I meld the hard and soft sciences of user research and information architecture with the art of user interface design. I use rapid prototyping as a way to spend as much time refining a product down to its simplest most utilitarian state.

In my spare time, I like to hang with my wife and kids, throw darts, fly fish, ride motorcycles and make comic books.

EDUCATION

2004 Graduated from AIU, Summa Cum Laude with a BA in Digital Design and Visual Communications

SKILLS

Worked locally and remotely for large and small dev teams in start-ups, large corporations and non-profits designing and presenting products.

UX Skills	UI Skills
<ul style="list-style-type: none">• user research• personas• journey mapping• user flows• site maps	<ul style="list-style-type: none">• wire framing• lo and hi fidelity mock-ups• interactive prototyping

Video, motion titles and animation

Software

- Adobe Suite: Illustrator, XD, PSD, Premier and Acrobat., Sketch, InvisionAPP

REFERENCES

Scott Lillig UX/UI Senior Manager at Avaya
(972) 745-5637

Greg Johns Project Lead Developer Axeso
(909) 255-1024

Bassel Ojeh CEO & President at LigaData
(408) 476-3282

WORK EXPERIENCE

IBM Contractor at American Airlines

January 2020 - April 2020

UX/UI Designer

Re-designed the UX/UI for the Customer loyalty/Admiral's Club application for mobile and desktop with cross-functional team in Agile environment. Tasks included user research, inventory & analysis of existing systems, strategized with product owner and development team to define the most effective, expedient and efficient way to implement solutions. Deliverables: personas, journey maps, existing and proposed user flows, conceptual diagrams, design and interaction patterns, interactive wireframe prototypes, hifi prototypes, CSS and other UI assets developers need for implementation.

Swell Living

UX/UI Designer

June 2017 - November 2019

Worked with sales manager and development team on UX/UI for a public and private website w/ a focus on network marketing training and resources, the corporate brand, UX Materials and UI design.

Ligadata

UX/UI Designer

February 2016 - June 2017

Worked with data scientists and development team on UX/UI for open source data mining application, community web site, enterprise data modeling application and KPI dashboard.

Avaya

UX/UI Designer

January 2014 - December 2015

Worked with corporate executives and development team on digitizing processes for the Sales Portal, avaya.com: Mobile Navigation Strategy, Sales Dashboard, Banner Campaigns, Digital Brand Guide, Enterprise CMS, Global return Merchandising Authorization, Global Product registration Tool, Mobile Support Site, Premium Content Registration, Records Management Tool, Share Collaboration Platform, Online Store, The Source (employee blog), Service Request Update, Online Sales Playbook.

Nutraspace

Ux/UI Designer

April 2013 - January 2014

Worked with start up owner to create health and wellness app.

Fisher More College

Director of communications

February 2012 - April 2013

Worked with Board, President and Dean on strategy, management and design of interactive, print and broadcast marketing and public relations materials geared towards donors, parents and students.

Intuition Publishing Ltd.

Multi-media Interaction Designer

November 2011 - April 2012

Worked with corporate education designers to design and produce interactive video learning applications for continuing education.

Freelance

Branding and UX/UI

November 2006 - Present

Worked with various start ups and developers on websites and apps.