

# SHANTI GUY

UX UI DESIGNER, BA DIGITAL DESIGN & VISUAL COMMUNICATIONS (AIU, 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

2006 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
• user research	• wire framing
• personas	• lo and hi fidelity
• journey mapping	• mock-ups
• user flows	• interactive prototyping
• site maps	

### Software

- Adobe Suite: Adobe XD, Illustrator and PSD

## REFERENCES

**Dawn Lien** Senior Director of Product Management, Omnitrac (619) 723-0967

**Sindhu Thottan** Senior Platform Product Manager, Omnitrac (214) 682-6552, [sjthottan@gmail.com](mailto:sjthottan@gmail.com)

**Craig Vanderheide** Senior Product Manager Omnitrac (403) 606-9282, [craig.v@me.com](mailto:craig.v@me.com)

## WORK EXPERIENCE

**Omnitrac** Lead User Experience Designer 06/20 - 07/21  
Led movement to create Atomic Design style design system. Led effort to establish process for UX production. Acted as Information Architect. Established XD as production tool and created system for collaboration and design system libraries. Collaborated with research on testing. Mentored junior designers in IA. Wireframed, prototyped and tested 3 native apps and 15 responsive web based apps. Contributed several elements and templates to the design system. Lead project to unify suite of 20 apps into one User Experience.

**Securus** UX/UI Principal Designer 05/20 - 06/20  
Worked with product team to document user data and initial prototypes of a CMS and Mobile APP.

**IBM Contractor at American Airlines** UX/UI Principal Designer 01/20 - 04/20  
Re-designed the UX/UI for the Customer loyalty/Admiral's Club application. Tasks: 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 06/17 - 11/19  
Worked with sales manager and development team on UX/UI for a public and private website.

**Ligadata** UX/UI Designer 02/16 - 6/17  
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 01/14 - 12/15  
Worked with executives and development team on digitizing processes for the Sales Portal, [avaya.com](http://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 04/13 - 01/14  
Worked with start up owner to create health and wellness app.

**Fisher More College** Director of communications 02/12 - 04/13  
Worked with Board, President and Dean on strategy, management and design of interactive, print and broadcast marketing and public relations.

**Intuition Publishing Ltd.** Multi-media Interaction Designer 11/11 - 4/12  
Designed/produced interactive video learning applications for continuing education.

**Freelance** Branding and UX/UI 11/06 - Present  
Worked with various start ups and developers on websites and apps.