

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, fly fish and build and ride motorcycles.

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

Software
• Figma, Miro, Jira, XD and Illustrator

REFERENCES

Ritesh Gupta Senior Manager Design- Senior UX Lead, Walmart Inc
ritesh.gupta@walmart.com

Carol Burley Principal Product Manager, Walmart
carol.burley@walmart.com

Rey Latham Senior Experience Director, projekt
rey.latham@projekt202.com

WORK EXPERIENCE

- Wal-mart Lead User Experience Designer** 10/22-1/23
Lead UX efforts to redesign how Walmart Associates tracked their hours. Used personas, experience maps, user flows and prototypes to iterate on strategy with the Principal Product Manager for Global Time and Attendance and her team. I managed 1 senior designer as I worked with the product team which included Directors from Business, Legal, Compliance and Development. My designs created efficiencies that saved employees an average of 15 to 30 seconds to complete the clocking process. Our team estimated over \$8 million in savings for Walmart in 2023 as a result of these design changes.
- Projekt202 Lead User Experience Designer** 9/21 - 9/22
Worked with client's in-house UX and Dev teams on UX strategy for native and web based app designs. Industries include: Personal identity protection, Healthcare, Corporate Cybersecurity and Entertainment.
- Omnitracs Lead User Experience Designer** 06/20 - 07/21
Led design system strategy, established process for UX production. Acted as Information Architect. Collaborated with research on testing. Mentored junior designers in IA. Wire-framed, prototyped and tested 3 native apps and 10+ responsive web based apps. Contributed elements and templates to design system. Lead unification of 20 apps into one UX.
- 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.
- Freelance UX/UI Designer** 02/16 - 11/19
Worked with various startups on customer facing websites.
- Ligadata UX/UI Designer** 01/14 - 12/15
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** 04/13 - 01/14
Worked with 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** 02/12 - 04/13
Worked with start up owner to create health and wellness app.
- Fisher More College Director of communications** 11/11 - 4/12
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** 11/06 - 11/11
Designed/produced interactive video learning applications for continuing education.