SHANTI GUY

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

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PROFILE

UX/UI Design Philosophy & Approach to Product Design: I strive to create exceptional user experiences by harmoniously integrating data-driven user research and structured information architecture with the aesthetics of user interface design. I employ rapid prototyping techniques to iteratively refine a product to its most straightforward, functional form. Outside of work, I enjoy quality time with my family, fly fishing, and motorcycling.

EDUCATION

2006 Graduated from AIU, Summa Cum Laude with a BA in Digital Design and Visual Communications

SKILLS

General Skills: Experienced in both local and remote work environments, collaborating with development teams ranging from start-ups to large corporations and non-profits to design and present digital products.

UX Expertise:
• Research
• Persona Development
• Experience Mapping
• User Flows
• Site Maps
• Information Architecture

UI Expertise:
• Wireframing
• Creation of Low and High-Fidelity Mock-Ups
• Interactive Prototyping

Technical Proficiency:
• Figma
• Miro
• Jira
• Adobe XD
• 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

Motherboards Director of User Experience · 2/23-PRESENT

Ux Strategy, design and implementation for e-commerce Shopify Store, email marketing, Web & Social Media marketing. Information architecture, Brand redesign and Design system.

Wal-mart User Experience Designer · 10/22-1/23

Spearheaded the UX redesign of Walmart Associates' hour-tracking system. Collaborated with Principal Product Manager for Global Time and Attendance and a multidisciplinary team comprising Directors from Business, Legal, Compliance, and Development. Utilized personas, experience maps, user flows, and prototypes to continuously refine our approach. Managed a Senior Designer during this period. My design improvements streamlined the clock-in process, reducing the time required by an average of 15 to 30 seconds per employee. This led to an estimated cost savings of over $8 million for Walmart in 2023.

Projekt202 User Experience Designer · 9/21 - 9/22

Collaborated with client's internal UX and Development teams to formulate UX strategies for both native and web-based applications across diverse sectors such as Personal Identity Protection, Healthcare, Corporate Cybersecurity, and Entertainment.

Omnitracs User Experience Designer · 06/20 - 07/21

Oversaw the strategy for the design system and set up workflows for UX production. Served as the Information Architect and partnered with research teams for usability testing. Provided mentorship to junior designers in Information Architecture. Created wireframes, prototypes, and conducted tests for three native applications and over ten responsive web-based platforms. Contributed design elements and templates to enrich the existing design system. Spearheaded the integration of 20 disparate applications into a unified user experience.

Securus User Experience 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 User Experience Designer · 01/20 - 04/20

Revamped the Customer Loyalty/Admiral's Club application by executing a comprehensive UX/UI redesign. Conducted user research, performed inventory and analysis of existing systems, and collaborated closely with the product owner and development team to strategize optimal, quick, and cost-effective implementation methods. Provided a range of deliverables including personas, journey maps, current and proposed user flows, conceptual diagrams, design and interaction patterns, interactive wireframe prototypes, high-fidelity prototypes, as well as CSS and other required UI assets for developer implementation. Worked alongside the product team for documenting user data and initial prototypes for a CMS and Mobile App.

Freelance User Experience Designer. Consulted on sales team collaboration site. · 02/16 - 11/19

Ligadata User Experience 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 User Experience Designer · 04/13 - 01/14

Collaborated with senior executives and the development team to digitalize various processes within the Sales Portal and avaya.com. My contributions spanned a wide array of projects including Mobile Navigation Strategy, Sales Dashboard, Banner Campaigns, and a Digital Brand Guide. Additionally, I worked on the Enterprise Content Management System, Global Return Merchandising Authorization, Global Product Registration Tool, and Mobile Support Site. I was also involved in developing the Premium Content Registration, Records Management Tool, Shared Collaboration Platform, Online Store, The Source (employee blog), Service Request Updates and the Online Sales Playbook.

Nutraspace User Experience Designer · 02/12 - 04/13

Fisher More College Director of communications · 2/12 - 4/12

Intuition Publishing Ltd. Multi-media Interaction Designer · 11/11 - 2/12