Shanti Guy UX/UI Designer

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Profile: 15 years in UX/UI design on a diverse range of products, teams and industries. Comprehensive approach rooted in team collaboration, discovery, research, information architecture and Agile mindset for collaboration.

Education: BA in Digital Design & Visual Communications (AIU 2006)

Skills

- Project Management: Requirements gathering, User Stories, Strategy and Agile or Waterfall, Team Collaboration.
- UX: User research, Personae, Empathy/Journey Mapping, Information Architecture. Logo Design, Illustration, Typography, Branding, Video Editing, Animation, Design Systems, Interaction Design and Rapid interactive prototyping.
- Software: Figma, Miro, Jira, Adobe illustrator, Adobe Photoshop, Adobe XD

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

Motherboards, Arvada CO: Lead UX/UI Designer (Remote 12 Mo Contract) 2/2023-2/2024

- Led responsive website design for B2E/B2C Integrated business platform/E-Commerce product for this Retail and online Sporting Goods Company
- Created personas, empathy maps, journey maps, site, maps, user flow diagrams, new naming conventions/labeling, navigation, design system, rapid, prototyping, and in-house user testing.
- 60 days after launch, workflow efficiencies increased by 40%, product discoverability increased by an average of 75% and sales increased by an average of 10% MoM.

Walmart, Bentonville AR: Lead UX/UI Designer (Remote 3 Mo Contract) 10/2022-1/2023

- Led native app and responsive web app (B2E) redesign for the Global Time Management department of this Fortune 100 international retailer.
- Created personas, empathy maps, journey maps, site, maps, user flow diagrams, new naming conventions/labeling, illustrations, new user patterns, interactive prototypes and in-house user testing.
- Contributions lead to 32% increase in regulatory compliance and an average time savings of 18 minutes per employee per workday. These increases in workflow efficiencies contributed to a significant cost reduction of $8 million in payroll expenses in 2023. Anticipate even higher savings upon the national and global rollout of these improvements.

Projekt202, Dallas TX: UX/UI Designer (Remote 12 Mo Contract) 9/2021-9/2022

- Led design enhancements for B2C and B2E Responsive web apps, Native IOS/Android Apps and POS Kiosk for this design companies's Insurance, Cyber security and Entertainment clients.
- Created personas, empathy maps, journey maps, site, maps, user flow diagrams, illustrations, new user patterns, interactive prototypes and user testing.
- Contributions lead to 18% Conversion rate increase for freemium product, increase in user chatbot engagement, 43% adoption of existing features and 34% reduction in time to purchase flows resulting in an increase of upscales by 5% mom (Only tracked for 2 months).

Omnitracs, Dallas TX: Lead UX/UI Designer (Hybrid 6mo contract converted to employee) 6/2020-7/2021

- Led team in the re-design of B2B SaaS Native IOS/Android Apps and Responsive Web based Apps for this SaaS Trucking Logistics Company. Challenge included the integration of 20+ disparate applications into a single cohesive UX.
- Created personas, empathy maps, journey maps, site, maps, naming/labeling conventions, user flow diagrams, illustrations, new user patterns, interactive prototypes and user testing.
- Innovative feature enhancements resulted in the retention of the existing user base and a 4% increase in sales MoM for a 3 month period.

Securus, Carrolton TX: UX/UI Designer (Onsite 1 Mo Contract) 5/2020-6/2020

- Collaborated with the product team on initial user research and prototypes of a G2C SasS Native mobile for this IT Services and Consulting Companies's Government client.

- Created initial personas, empathy maps, journey maps, site, maps, naming/labeling conventions, user flow diagrams, user patterns and interactive prototypes.

IBM (American Airlines). Ft. Worth TX: UX/UI Designer (Onsite 3 Mo Contract) 1/2020-4/2020

- Led re-design of B2C Native IOS/Android Apps and Responsive Web based Apps for IT Services Aviation Client American Airlines. Included revamping Customer Loyalty/Admiral's Club hospitality "Line buster" guest check in App and prototype of self service customer check in App.
- Performed extensive user interviews, created personas, empathy maps, journey maps, site, maps, naming/labeling conventions, user flow diagrams, illustrations, new user patterns, interactive prototypes and performed user testing.
- Line Buster App resulted in 32% reduction in guest wait times.

Freelance, Ft. Worth TX (Remote) UX/UI Designer 2/2016-11/2019

- Collaborated with clients in Tech, Boating, Architecture, Construction, Medical, Entertainment and Sports to design B2E and B2C Responsive Web sites, branding, graphic design and Illustration.
- Created personas, empathy maps, journey maps, site, maps, naming/labeling conventions, user flow diagrams, illustrations, logos, new user patterns, interactive prototypes and performed user testing.

Ligadata, Dallas TX: UX/UI Designer (Remote 22 Mo Contract) 1/2014-12/2015

- Led design of B2B SaaS Responsive Data modeling web App, KPI Dashboard, Community website for this software development company.
- Created personas, empathy maps, journey maps, site, maps, user flow diagrams, new naming conventions/labeling, illustrations, new user patterns, interactive prototypes and in-house user testing.
- Increased downloads of open source software by 4% MoM.

Avaya, Coppell TX: UX/UI Designer (Onsite Contractor converted to employee) 4/2013-01/2014

- Collaborated with team to build B2E Responsive Web Apps, Native IOS/Android apps for this IT Services & Consulting Company. Contributions spanned a wide array of products 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.
- Performed user interviews, created personas, empathy maps, journey maps, site, maps, naming/labeling conventions, user flow diagrams, illustrations, new user patterns, interactive prototypes and performed user testing.
- Highlights include assisting saving over $100K/year in Salesforce fees.

Freelance, Ft. Worth TX: UX/UI Designer 2/2006-4/2013

- Collaborated with clients in Higher Education, Entertainment, Healthcare, Tech to design B2B, B2E and B2C Responsive Web sites, branding, graphic design and Illustration.
- Created personas, empathy maps, journey maps, site, maps, naming/labeling conventions, user flow diagrams, illustrations, logos, new user patterns, interactive prototypes and performed user testing.
- Highlights include a 22% increase in sales for a construction company and the 14% increase in enrollment YoY for a 4 year College.