

## 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](mailto:ritesh.gupta@walmart.com)
- **Carol Burley** Principal Product Manager, Walmart [carol.burley@walmart.com](mailto:carol.burley@walmart.com)
- **Rey Latham** Senior Experience Director, projekt [rey.latham@projekt202.com](mailto:rey.latham@projekt202.com)

### Panther City Design Co: Founder UX/UI Designer 2/2024-Current

- UX/UI design as a subscription service for e-commerce, healthcare and SaaS clients.

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

- Responsive website design for B2E/B2C Integrated business platform/E-Commerce product for this Retail and online Sporting Goods Company.
- Personas, empathy/journey maps, site maps, user flows, 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

- Native app and responsive web app (B2E) redesign for the Global Time Management department of this Fortune 100 international retailer.
- Personas, empathy/journey maps, site maps, user flows, naming conventions/labeling, illustrations, 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

- B2C and B2E Responsive web apps, Native IOS/Android Apps and POS Kiosk for Insurance, Cyber security and Entertainment clients.
- Personas, empathy/journey maps, site maps, user flows, illustrations, new user patterns, interactive prototypes, 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 upsales by 5% MoM.

### Omnitracs, Dallas TX: Lead UX/UI Designer (Hybrid 6mo contract converted to employee)

6/2020-7/2021

- Re-design of B2B SaaS Native IOS/Android Apps and Responsive Web based Apps for this SaaS Trucking Logistics Company. Integration of 20+ disparate applications into a single cohesive UX.
- Personas, empathy/journey maps, site maps, naming/labeling conventions, user flows, illustrations, new user patterns, interactive prototypes and user testing.
- Resulted in the retention of the existing user base and 4% increase in sales MoM.

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

- User research and prototypes of a G2C SaaS Native mobile for this IT Services and Consulting Companies's Government client.
- Created initial personas, empathy/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**

- 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.
- User interviews, personas, empathy/journey maps, site maps, naming/labeling conventions, user flows, illustrations, user patterns, interactive prototypes and 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.
- Personas, empathy/journey maps, site maps, naming/labeling conventions, user flow diagrams, illustrations, logos, new user patterns, interactive prototypes and user testing.

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

- B2B SaaS Responsive Data modeling web App, KPI Dashboard, Community website for this software development company.
- Personas, empathy/journey maps, site, maps, user flow diagrams, naming conventions/labeling, illustrations, 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**

- Designed B2E Responsive Web Apps, Native IOS/Android apps for this IT Services & Consulting Company. Contributions spanned products including Mobile Navigation Strategy, Sales Dashboard, Banner Campaigns, and a Digital Brand Guide. Worked on the Enterprise Content Management System, Global Return Merchandising Authorization, Global Product Registration Tool, and Mobile Support Site. 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.
- User interviews, personas, empathy/journey maps, site maps, naming/labeling conventions, user flows, 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.
- Personas, empathy/journey maps, site maps, naming/labeling conventions, user flows, illustrations, logos, new user patterns, interactive prototypes and 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.