

SHRISTI GARTAULA, PRODUCT DESIGNER

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1-825-964-0402 || Toronto/Calgary, Open To Relocation

SUMMARY

3+ years designing B2B enterprise applications across ad-tech, logistics, and hardware. Proven ability to translate complex stakeholder requirements into user-friendly interfaces that secure executive buy-in.

RELEVANT WORK EXPERIENCE

Inugo, contract 6 months — Product Designer — Auckland (2023)

B2B parking management solutions

Identified critical user flow gaps in investor-demo application through stakeholder interviews, then designed executive-ready Dashboard interface for high-stakes c-suite presentations.

Outcome: The product team presented the new Dashboard interface as a guide during their demo application, securing budget approvals for the next phase of development.

Spirent, contract 4 months — Product Designer — Toronto (2021)

B2B tech hardware distributor

Consolidated and integrated competitor content assets following company acquisition, redesigning 5+ product pages through WebFlow CMS to align with Spirent branding while maintaining competitive positioning.

Outcome: 5+ comprehensive product pages that accurately and clearly reflected Spirent's branding while effectively concealing the competitors' pages and ensuring a competitive advantage.

Statys Tech, contract 6 months — sole Product Designer — Toronto (2020-21)

B2B marketplace and shipment supplier

- Redesigned a legacy shipping application used by international warehouses, conducting user research to identify critical workflow gaps and translating findings into streamlined user journeys, and modern interfaces.
- Established design operations by advocating for Material Design system adoption, hiring a junior UI designer, and implementing design documentation processes integrated with engineering workflows through Atlassian.

Outcome: Delivered application design from research to implementation, advancing key user stories on the product roadmap and enabling the shipment application to support the company's marketplace expansion.

Orium (previously MyPlanet), full-time 6 months — Interactions Designer — Toronto (2019-20)

Design and tech agency

Delivered UX solutions for Fortune 500 clients through research, facilitation, and cross-functional collaboration across multiple concurrent projects.

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RELEVANT WORK EXPERIENCE (CONTINUED)

(CONTINUED)

Outcomes: (1) Designed global HR application user flows and interfaces for Fortune 500 company. (2) Redesigned supplier search functionality through research workshops and content strategy. (3) Conducted UX/UI audits and provided optimization recommendations for diverse client portfolio.

Index Exchange, full-time 1.5 years — Product Designer — Toronto (2017-19)

B2B ad-tech solutions

Sole designer in a team of +10 developers working on the core client-servicing platform used by all ad-tech advertisers, designing intuitive workflows for complex ad operations including blacklisting and account administration features.

**Career breaks in 2022-24 were to address personal health priorities. Completed design systems bootcamp within this timeframe.*

EDUCATION

Design Systems Bootcamp — maven.com, 2024

Product Design Immersive — *General Assembly/HackerYou Toronto, 2017*

SKILLS

Collaboration Stakeholder Management, Agile/Scrum, Facilitation, Communication & Presentation

Design & Research User Research, User-centred Design, Information Architecture, Responsive Design, Design Systems, Wire-framing, Prototyping, Accessibility (WCAG), Designing Thinking

Usability Testing Tools & Tech Figma, Miro, HTML/CSS, Atlassian, Material Design Systems