Shristi Gartaula

pronounced *shris-tee gar-toh-la*

shristi@fastmail.com   Auckland-based
+64 22 561 4069   Canada / NZ / Remote

Profile

Curious, pragmatic designer; 5 years experience humanizing complex SaaS systems. Previously in marketing. Available and based in Auckland; open to relocation.

Seeking product designer roles with a strong focus on user research and collaboration. Portfolio available upon request.

Relevant education

INTRO TO HTML/CSS
HackerYou Toronto
— 2018

UX RESEARCH SUMMIT
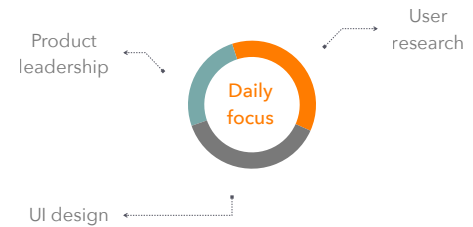*UXR Toronto*
— 2018

PRODUCT DESIGN IMMERSIVE COURSE
General Assembly Toronto
— 2017

BACHELOR OF ARTS
University of Guelph
— 2012

Product leadership   User research   Daily focus   UI design

- Prototype layouts in Sketch and Figma, Invision or FramerJS
- Apply research methodologies, facilitate stakeholder/user interviews to gather data
- Synthesize, present, advise on product design decisions with Product Manager

Experience

PRODUCT DESIGNER
(Contract) — 2022

INUGO

Auckland-based B2B parking management provider

- Assessed competitive advantages of the client's current parking management system through stakeholder interviews and interface feedback
- Updated the design system and layouts within a short turnaround time to ensure a cohesive interface that could influence potential buyers
- Designed a web application parking tool high-fidelity prototype for users to select and pay for parking in select countries

PRODUCT DESIGNER
(Contract) — 2020-21

STATYS TECH

Toronto-based international medical cosmetics distributor

- Lead the design of a responsive B2B marketplace platform for 3 distinct stakeholders within a private shipping and distribution network from conception to initial release
- Facilitated design meetings, advised product direction based on usability test results, and presented UI deliverables and prototypes as the sole designer working directly with Head of Product, Head of Engineering, and CEO
- Fostered a collaborative environment across product, development, and leadership teams by introducing design education and lean UX methodology into sprints

INTERACTION DESIGNER
— 2019-20

MYPLANET

Toronto-based software agency w/ Fortune 500 clientele

- Applied research methodologies to guide the UX design process and manage client needs and expectations for deliverables. Examples of solutions include the following:
- Synthesized interviews across HR divisions of a Fortune 500 client, in order to identify pain points and create interface solutions to present to C-level executives
- Revamping a global furniture retailer's e-commerce search page
- Updating client's content strategy and main product pages in order to seamlessly incorporate data from a recent acquisition

PRODUCT DESIGNER
— 2017-19

INDEX EXCHANGE

Global adtech SaaS solution

- Contributed to company's first design system working in a 4-person design team
- Lead designer working within dev team on a new core client-servicing platform, for the following initial features:
  - Search and blacklist items, create profile accounts, view system status and associated user action(s)