

Shristi Gartaula—User Researcher and Product Designer

<https://1shristi.github.io> — shristi_designs@fastmail.com — +1 825 964 0402 — Canada/remote

SUMMARY

Worked and travelled abroad as a freelance product designer with 3+ years of total full-time experience. Experienced in designing end-to-end experiences for B2B SaaS enterprise applications. Seeking opportunities to take leadership on interesting and complex design challenges and to manage respective client and stakeholders expectations.

EXPERIENCE

Inugo—Product Designer, Freelance - Auckland

2 months full-time 2023, B2B parking management solutions

- (1) New interface and user flows added to the B2B parking management app by doing interviews with stakeholders and finding gaps in their business model

Statys Tech—Product Designer, Freelance - Toronto

6 months full-time 2021-22, B2B marketplace and shipment supplier

- (1) I led the research, interview, and design process end-to-end as an individual contributing and lead designer of a shipment solution within a private B2B marketplace platform.

Spirent—Product Designer, Freelance 2022 - Toronto

4 months full-time 2022, B2B tech hardware distributor

- (1) Updated the main product pages by consolidating and incorporating the content and data assets from a recently acquired competitor.

Orium (previously MyPlanet)—Interactions Designer - Toronto

2019 - 2020, design and tech agency

Applied UX research methodologies and facilitation skills to guide the design process from ideation to high-fidelity prototypes for the following deliverables:

- (1) New user flows and visuals for an internal HR application used globally by a Fortune 500 company.
- (2) Facilitated workshops and user interviews to gather data and re-design global suppliers' e-commerce search pages.
- (3) Auditing and advising UX and UI improvements for various clientele.

Index Exchange—Product Designer - Toronto

2017 - 2019, B2B ad-tech solutions

Led the following deliverables for user flows of the core client-servicing platform:

- (1) Associated user actions for searching and blacklisting items, creating profile accounts, and viewing system status.

EDUCATION

Design Systems Bootcamp—maven.com, 2025 - current

Product Design Immersive—General Assembly Toronto, 2017

Bachelor of Arts—University of Guelph, Guelph Ontario, 2012 - 2014

SKILLS

Strong communication and presentation skills • Ability to comprehend complex technical systems • Managing client stakeholder expectations • AI applications • Design systems • User Experience • Usability Testing • Product Design • HTML/CSS