

Shristi Gartaula—User Researcher and Product Designer

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SUMMARY

Experience solving user interface challenges for B2B SaaS enterprise applications through product research, user research, user experience methodologies, and management of client and stakeholder expectations. Seeking opportunities to transfer my skills into consulting for enterprise B2B SaaS solutions.

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, software 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