

Shivani Kanji

UX/UI DESIGNER



As a UX Designer with 10+ years of experience in digital marketing, web design, and content creation, I bring a sharp focus on user needs, aesthetics, and functionality. My experience encompasses diverse industries including non-profits, food and beverage, and professional services. Passionate about storytelling and social impact, I am eager to join a collaborative team where I can leverage my UX skills to craft meaningful and engaging user experiences.

📍 Jacksonville, FL | Open to relocation and remote opportunities.

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📁 RELEVANT WORK EXPERIENCE

• **Marketing Social Media Manager**

Jacksonville, FL

Visit Jacksonville
May 2021 - March 2023

- Created a new sitemap as part of the redesign of the website and maintained the website after the redesign (design and content updates)
- Incorporated storytelling, design, and video editing principles to create engaging content for social media (Instagram, Facebook, TikTok, LinkedIn, X, Pinterest, YouTube)
- Leveraged analytics and an understanding of trends to increase engagement on all social media platforms by 10%

• **Digital Marketing Specialist**

Jacksonville, FL

Out of Dust Marketing & Communication
December 2019 - February 2021

Connected with up to 8 clients at a time in various industries to understand their marketing needs as well as their target market to plan and execute all duties related to graphics, digital media, and email marketing.

• **Creative Coordinator**

Jacksonville Beach, FL

Beaches Emergency Assistance Ministry (BEAM)
January 2014 - November 2019

- Conducted usability testing and created a new sitemap as part of the redesign of the website and worked with an agency to maintain the website after the redesign
- Created and reviewed all marketing materials (written, graphic and videos)



CERTIFICATIONS

- **Designlab UX Design Academy** (January 2025)
Comprehensive UX design program focusing on user-centered design principles, research, prototyping, and visual design.
- **Google Agile Project Management** (February 2024)
Certification in agile methodologies, tools, and leadership skills for effective project management.
- **Google UX Design** (November 2023)
Credential in UX design, covering user research, wireframing, prototyping, and accessibility best practices.



SKILLS & TOOLS

- UX + UI Design, UX Research, Wireframing, Prototyping, Usability Testing, Graphic Design, Digital Marketing
- Figma, Miro, Adobe Creative Suite, Microsoft Office Suite
- Fluent in Gujarati (written, verbal), conversant in Spanish



VOLUNTEER EXPERIENCE

- **Swaminarayan Akshardham, North America**
Robbinsville, NJ

Communications and Visitor Experience Team Manager
April 2023 - October 2023

- Volunteered full-time to support branding and marketing for a major cultural landmark
- Managed a team of 30+ volunteers to execute strategic initiatives
- Conducted 400+ on-camera interviews with high-profile guests and visitors
- Developed visitor experience strategies through interviews and walkthroughs, focusing on messaging and environment

- **Additional Volunteer Experience**

BAPS Swaminarayan Sanstha

- National Graphic Design Team Manager (2023 - Present)
- Branding and Communications Advisory Committee National Coordinator (2012 - Present)



EDUCATION

- **Bachelor of Arts (December 2013)**
University of Tampa (Tampa, FL)
Major: Advertising/Public Relations Minor: Marketing
- **High School Diploma (June 2010)**
Stanton College Preparatory High School (Jacksonville, FL)