

# Shivani Kanji

## UX/UI DESIGNER



UX designer with a strong foundation in digital marketing, web design, and content creation - bringing 10+ years of experience crafting digital experiences that align user goals with business objectives. I focus on usability, aesthetics, and functionality, with experience across diverse industries including nonprofits, food and beverage, and professional services. I am passionate about using empathy and design thinking to build intuitive, inclusive, and impactful experiences that are as functional as they are beautiful.

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

## shivanikanji.com

in [www.linkedin.com/in/shivanikanji](https://www.linkedin.com/in/shivanikanji)

Bē [www.behance.net/shivanikanji](https://www.behance.net/shivanikanji)

🎨 [www.dribbble.com/shivanikanji](https://www.dribbble.com/shivanikanji)

✉ [shivanikanji@gmail.com](mailto:shivanikanji@gmail.com)

📞 (904) 357-0244

## 📁 RELEVANT WORK EXPERIENCE

- **Marketing Social Media Manager**  
Jacksonville, FL  
Visit Jacksonville  
May 2021 - March 2023
  - Collaborated with cross-functional teams to lead website redesign, focusing on information architecture, sitemap overhaul, and continuous updates
  - Created engaging, on-brand content for all social media platforms (Instagram, Facebook, TikTok, LinkedIn, Twitter, Pinterest, YouTube) by blending storytelling, design, and video editing principles
  - Used trend analysis and platform insights to increase engagement across all social media platforms by 10% YoY
- **Digital Marketing Specialist**  
Jacksonville, FL  
Out of Dust Marketing & Communication  
December 2019 - February 2021
  - Managed and executed multi-channel content strategies for 8+ clients across various industries
  - Collaborated with cross-functional teams to deliver tailored content across social, email, SEO, and digital ad platforms, supporting each client's unique voice and objectives
  - Built client relationships through consistent reporting and strategic insights
- **Creative Coordinator**  
Jacksonville Beach, FL  
Beaches Emergency Assistance Ministry (BEAM)  
January 2014 - November 2019
  - Redesigned the website using a user-centered approach and conducted usability testing
  - Directed all digital and print marketing assets, ensuring consistent branding and storytelling
  - Supported fundraising efforts and community outreach through impactful storytelling



## 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 Design, UI Design, UX Research, Wireframing, Prototyping, Usability Testing, Graphic Design, Digital Marketing, Video Editing
- 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 the branding, messaging, and visitor experience design for a major cultural landmark by leading a team of 30+ volunteers to implement strategic initiatives
  - Produced 400+ on-camera interviews that highlighted visitor perspectives and narratives, shaping engaging social media content while also gathering qualitative insights to inform experience design
  - Developed and iterated visitor journey strategies through on-site walkthroughs, focusing on environmental cues and user emotions
- **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