

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.

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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