


# shivanikanji


## UX DESIGNER


UX designer with 10+ years of experience in digital marketing and web design, now focused on creating user-centered digital experiences. Skilled in usability, interaction design, and visual design, with experience across nonprofits, food and beverage, and professional services. Driven by empathy, clarity, and thoughtful design that balances user needs and business goals.

## shivanikanji.com

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 (904) 357-0244

 Jacksonville, FL | Open to relocation

### 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 & Interaction Design

user experience design, interaction design, information architecture, wireframing & prototyping, usability testing

#### Visual & Digital Design

visual design, content and storytelling, video editing

#### Language

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
- Synthesized visitor feedback and observations to inform messaging, navigation, and experience improvements

#### Additional Leadership

#### 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