shivanikanji

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

Bē www.behance.net/shivanikanji

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📞 (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