

Shristi Gartaula—User Researcher and Product Designer

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profile

Re-entering the job market after working abroad as a freelance product designer. Interested in growth-stage B2B SaaS enterprise and client management. **Please note:** I took a hiatus in my career between 2022-2024 to address deteriorating health issues.

work experience

Product Designer, Freelance — 2021-2023, enterprise tech solutions

Inugo, Auckland

2 month full-time 2023, parking management solutions

- (1) New interface and user flows added to the B2B parking management app
- (2) Prototype of online website for parking payment

Statys Tech, Toronto

6 months full-time 2021-22, shipment supplier

- (1) I lead the entire research and design process of a shipment solution within a private B2B marketplace platform.

Spirent, Toronto

4 month full-time 2022, tech hardware distributor

- (1) Updated the main product pages by consolidating and incorporating the content and data assets from a recently acquired competitor into said pages.

Interaction Designer, Orium (previously MyPlanet) — 2019-20, software agency

Applied UX research methodologies and facilitation skills to guide the design process from ideation to high fidelity prototypes for the following deliverables:

- (1) New user flows and visuals for an internal HR application used globally
- (2) Facilitated workshops and user interviews to gather data and re-design global supplier's e-commerce search pages
- (3) Auditing and advising UX and UI improvements for various clientele

Product Designer, Index Exchange — 2017-19, B2B adtech solutions

Led the following deliverables for user flows of core client-servicing platform:

- (1) Associated user actions for searching and blacklisting items, creating profile accounts, and viewing system status

education

Design Systems Bootcamp, Maven.com — ending mid-2025, Product Design Immersive, General Assembly Toronto — 2017, Bachelor of Arts, University of Guelph — 2012

skills

User Experience, User Research, Applying user research methodologies, managing client stakeholder expectations, enterprise B2B SaaS solutions, Design systems, User Interface Design, Usability Testing, Product Design, Prototyping Wire Framing, Figma, Miro, Presentation and Communication skills