

Karishma Jani

I transform complex tasks into intuitive user journeys.

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Toronto, Canada

WORK EXPERIENCE

LOVEKIND INC / Marketing Director

Jun 2021 - Jun 2022 Toronto, Canada

Lead Marketing team for LoveKind's restaurant and beauty portfolio to scale via digital content and ads. Spearhead 52-week Marketing calendar, managed end-to-end influencer collaborations, digital strategy as well as team management and growth planning.

TIMES NETWORK / Associate Creative Director Copy

Jun 2018 - Nov 2019 Mumbai, India

Managed branded content partnerships for the network's advertising clients. Pitched and produced multi-channel national campaigns to meet business goals. Led Vodafone campaign Project Sakhi, reaching 200M women in rural India using text messages in 45 languages.

INTERACTIVE AVENUES / Group Head Social Media

Jul 2016 - May 2018 Mumbai, India

Optimize and growing social media channels and online reputation management for existing clients, and new request for proposal/ pitches. Managed a team of social media strategists.

BC Webwise / Social Media Lead

Nov 2013 - May 2016 Mumbai, India

Managed Unilever's consumer goods portfolio, handled social media content creation, analytics and paid media campaigns.

RECENT UX PROJECTS

ANDROID / Google Parental Controls

Sep 2022

Implemented user-centred design thinking process to make Android's parental controls accessible to adults who share their smartphone with a child. The design solution is a system feature in Parental Controls settings that lets user quickly turn on a child-safe mode before giving their phone to a child.

SEPHORA / Product Discovery and Education

Oct 2022

Researched to understand the gap between Sephora's online and in-store product education experience. The design solution optimizes the current Live Chat feature on Sephora website to let the user schedule a chat with an expert to get more tailored consult and product education.

EDUCATION & ACHIEVEMENTS

UX Bootcamp

General Assembly | Dec 2022

UX immersive bootcamp on application of user-centered design fundamentals

Social Media Top 30 Under 30

Social Samosa | Mar 2016

Featured as Top 30 Under 30 Social Media Professional in India

Bachelors in Mass Media

University of Mumbai | Mar 2012

Bachelors degree in mass media with a specialization in Advertising and consumer behaviour studies

SKILLS

Design: Strategy and vision presentation

• Sitemap • User flows • User journey map • Concept sketches • Wireframe and mock-ups with Figma/ Sketch • Photoshop

Prototyping: Rapid prototyping using

Invision/ Figma / Keynote / Axure • Hands-on understanding of HTML, CSS and Javascript workflow

Research: Contextual inquiry &

observations • User interview • Data synthesis • A/ B testing and Experimentations • Task Analysis • Lean Persona & Hypothesis

Collaboration: Organizing workshops

and brainstorm session • Facilitating design critique • Self-starter • Detail-oriented • Flexible • Effectively work on cross-functional projects