



Sharmilee Khona

User Experience Designer

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Professional Summary

Award winning designer, with 15 years of experience in the fields of brand, print and web. Highly motivated and detail oriented, empathetic team player and leader. Capable of managing multiple projects, work under tight deadlines.

Experience

Marriott International
Oct 2021 – present

Senior Manager, User Experience Design

- Worked with product and brand teams on announcement page for the MGM and Marriott partnership and new brand sites on the AEM platform.
- Created template for mid-tier brands to use as reference for brand sites moving to AEM.
- Collaborated with various teams on design for the re-branded Ritz Carlton Hotel Website.
- Collaborated with the On-site Digital dev team to provide property portal pages skinned with branded colors and fonts for each of the Marriott brands.
- Worked with Marriott Digital Services on the OSB template for on-property restaurants, providing digital guides and guidance on UX design based on Marriott standards.
- Created user flows for Legal team pages on Marriott.com including UX design of the corporate privacy center (CPRA) pages; global privacy consent flows for GDPR and Asian countries,
- Led team of 3 creatives on the Merch and Co-branding team, providing direction on UX work before sharing with Director and Sr Directors.

April 2018 – Oct 2021

Manager, User Experience Design

- Balanced multiple brand efforts including the redesign of the Autograph Collection brand site, bringing them onto a new enhanced brand platform (WP), work on brand ecosystem screens and branded (contactless) web check-in/out screens (for AEM).
- Collaborated with the On-site Digital team to create a branded web check-in experience across all 30 brands, *designated brand site SME*.
- Designed the new "Where Can We Take You" portfolio landing page in collaboration with the Global Brand Marketing team to promote hotel brands by types of travel.
- As part of the Digital Standards team, worked to update the digital guides to the latest WCAG guidelines and our 3.0 design standards for brand websites and other digital touchpoints, creating a timeline and batching work based on priorities.
- Worked with the On-Site Digital team with updating the UX for On-Site Kiosk experience and initial concept for HWS Amenities Request microsite on Dreamforce platform.
- Worked with the legal team on designs for the corporate communication pages moving onto the new AEM platform.

Jan 2017 – April 2018

UX Designer (Contractor)

- Collaborated with the product and brand teams in the redesign of 16 brand sites, bringing them onto a new enhanced brand platform; ensuring they adhere to the digital style guides and ADA compliance rules set by the Digital Standards team. *The Luxury Collection and Le Meridien brand sites were Gold Award Winners for the 2018 Horizon Interactive Awards.*
- Managed discussions with brand teams on color accessibility and brand site designs.
- Assisted with creating style guides for digital website and updating the brand ecosystem.

Starwood Hotels & Resorts
Dec 2015 – Jan 2017

Digital Asset Management & Production Designer

- Production designer in Global Brand Design & Digital Asset Management, updating and maintaining assets for Starwood's various brands on Starwood's Asset Library (SAL).
- Perform production work on logos, print specification sheets, folding/assembling diagrams, templates and asset thumbnails.



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Experience (continued)

AIFS (American Institute for Foreign Studies)
Jan – Sept 2014

Web Graphic Designer

- Creating website prototype design for redesign of the AIFS Study Abroad site, including basic HTML/CSS coding; assisted with updating company websites & program catalog.
- Worked on designs for print/promotional material such as t-shirts.

Redstage Networks
April – August 2013

Web Designer

- Created website layouts for Magento-based platforms including responsive designs, tablet and mobile site designs. Included wire framing & prototypes and UX/UI design to show the site flow for users across multiple platforms.

SK-Creative LLC
2003 – 2015

Creative Director

- Responsible for conceptualizing and providing website and UX design solutions, as well as branding and print for a diverse list of clientele including Bryan Keith Design, Tulsi NYC, Haldi NYC, Aman developers, Japanese Disaster Relief Fund of Boston, The Pink Ribbon Symposium.
- Manage the overall coordination to execution of the designs for each project - print and web.

30Seven Design
2007 – 2011

Jr. Art Director / Sr. Interactive Project Coordinator

- Managed overall coordination and execution of design for each project.
- Responsible for coordinating and assisting with art direction for websites and collateral material design layouts.
- Directed campaigns for various clientele including Vikram Chatwal Hotels, The United Nations Development Programme, Church of St Paul the Apostle, Business Development Asia, and Publisher's Clearing House.
- Experience working with an understanding of web technologies, browser compatibilities and limitations, content and process management, and site implementation.

American InterContinental University
2002 – 2007

I.T. Support Specialist

- Provided desktop support for hardware and software issues to students, faculty and staff.
- Helped maintain 7 fully functional computer labs, which included approximately 250 as well as over 200 staff/faculty computers.
- Assisted with the deployment, configuration, testing and maintenance of software and hardware in computer labs and faculty/staff offices.
- Trained and supervised up to 4 work-study students (at a time) working in the computer labs.
- Received "Unsung Hero" Award in 2007.

ExecuTrain Corporation
2000 – 2002

Project Manager/ Content Developer

- Project Management – Worked with clients and printers to make sure final product is completed by the deadline; followed entire process flow from inception to final delivery.
- Content Development – Developed manuals for training classes.
- Increased output of custom manuals by 25% over a 6-month period as the primary Content Developer.
- Received "Custom Developer of the Quarter" Award



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Education

School of Visual Arts
New York, NY

● Dreamweaver & After Effects Training

American InterContinental Univ.
Atlanta, GA

● BFA in Visual Communication
Magna Cum Laude

University of Florida
Gainesville, FL

● BS in Microbiology
Minor in Chemistry

Expertise

UX / Web design
Digital Asset Management
Web & print banners
HTML email blasts/newsletters
Branding
Logo design
Packaging design
Brochures & Marketing materials
Invitations
Custom advertisements

Software

ADOBE CREATIVE SUITE

Illustrator
Photoshop
InDesign
Dreamweaver

OTHER

Sketch
InVision
WordPress
HTML
CSS

MICROSOFT OFFICE

Word
PowerPoint
Excel