

Ganesh Viswanathan Iyer

Product Designer, UI/UX

Interested in: HCI, Product Development, Data Visualization, Behavioral Nudges

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Portfolio: <http://www.ganeshviswanathan.com>

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EDUCATION

(Aug 2015 - May 2017, full time) **University of California Berkeley - School of Information**, Berkeley, CA
GPA: 3.84/4 Master of Information Management and Systems (MIMS), focusing on *Product Design, HCI*

PROJECTS

- **Data Visualization:** Visualization to explore betting and performance data in tennis
- **Geometris:** Embodied and collaborative geometry game for children ages 6-12
- **PipPop:** A mobile app to help exchange contact information more seamlessly

(Jul 2006 - May 2010, full time) **Indian Institute of Technology (IIT) Guwahati**, India
GPA: 8.60/10 Bachelor of Design (B.Des), focusing on *HCI, Usability*

~6 Years PROFESSIONAL EXPERIENCE

(May 2016 - Aug 2016, full time), **Reva Technology**, Palo Alto, CA

(Jan 2017 - *present*, part time) **Product Designer** (contract)

- Created wireframes, components, UX and visual design specs for pilot launch
- Designed a prototype for usability testing that was later used for stakeholder demos
- Created storyboards for Out-of-Box-Experience (OoBE) videos
- Developed proofs-of-concepts for dashboard visualizations and data analytics

(Nov 2011 - Apr 2014, full time) **SAP Labs India**, Bangalore, India

User Experience Design Associate, *Business Suite UX Group*

- Shipped redesigns for **Project Execution on HANA** and the **HR-Administrator Self-Service**
- Designed to transition products from legacy to a modern and responsive web UI
- Created wireframes, UX specs and designed controls for a central UI library

(Jun 2010 - Oct 2011, full time) **Infosys**, Bangalore, India

User Interface Designer, *Communication Design Group (CDG)*

Designed (wireframes, visual designs, UI specs) for product sectors like social enterprise, e-commerce, supply-chain, e-learning and lifestyle across multiple platforms.

(May 2014 - Aug 2015, full time) + **freelance UX Designer** (clients: Bach in the Subways, WellPaper), Mumbai, India

(Aug 2010 - Jul 2015, part time) + **music journalist, core team member** at **What's The Scene India**, Bangalore, India

SKILLS

<i>Needs and Usability</i>	Contextual Inquiry, Heuristic Evaluation, Persona/Scenario Creation, Journey/Stakeholder Mapping, Use Case Evaluation, Formative Usability Testing, Accessibility
<i>Design</i>	Information Architecture, Paper Prototyping, Wireframing, Hi-Fi Prototyping, Visual Design
<i>Software</i>	Illustrator, Sketch, Axure, Photoshop, Framer, Visio, Proto.io, After Effects, Tableau, JIRA
<i>Programming</i>	HTML/Jade/CSS/SASS, Jekyll, Javascript (jQuery, React, Webpack, d3), Python, R, Arduino

ACCOLADES, PATENTS AND PUBLICATIONS

(May 2017) **Winner of Games for a Purpose** - CHI 2017 Student Game Competition

(Mar 2017) **A Usability Evaluation of Tor Launcher** - Ganesh Iyer + 5 others

PETS 2017 Proceedings **URL:** <https://petsymposium.org/2017/papers/issue3/paper2-2017-3-source.pdf>

(Dec 2012) **Contextual Collaboration** - Ganesh Viswanathan Iyer + 4 others

Patent publ. no.: **US20140157150** **URL:** <http://www.google.com/patents/US20140157150>