ganeshviswanathaniyer

Product Designer
Interested in: HCI, Product Development, Data Visualization, Behavioral Economics

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Portfolio: http://www.ganeshviswanathan.com
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EDUCATION

(Aug 2015 - present, full time)
GPA: 3.78/4

University of California Berkeley - School of Information, Berkeley, CA
Master of Information Management and Systems (MIMS), *focusing on **Product Design, HCI***
*Also: **Graduate Student Instructor** for **MS10: Introduction to Media Studies** for Fall 2016*

PROJECTS
- **Data Visualization:** Conceptualized unit chart to interpret tennis scores and betting info.
- **Tor Configuration:** Redesigned the configuration flow for Tor Browser.
- **PipPop:** Designed an app to help exchange contact information more seamlessly.

(Jul 2006 - May 2010, full time)
GPA: 8.60/10

Indian Institute of Technology (IIT) Guwahati, India
Bachelor of Design (B.Des), *focusing on **HCI, Usability***

PROFESSIONAL EXPERIENCE
5+ Years

(May 2016 - Aug 2016, full time)

Stealth Startup, Palo Alto, CA

UX + Product Definition Consultant (intern)

- Designed molecules, organisms through wireframes, UX and visual design specifications.
- Created a prototype for usability testing that was later used for stakeholder demos.
- Created and prototyped storyboards for Out-of-Box-Experience (OoBE) videos.
- Created 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*

- Co-led the design team and the design thinking methodology for **Project Execution on HANA** . Delivered hi-fi mockups and reusable UI resources for a central design library.
- Led the UX tasks for the **HCM HR-Administrator** dashboard designs.
- Trained in Formative Usability Testing - Script-writing, Moderation, Note-taking, Analysis.

(Jun 2010 - Oct 2011, full time)

Infosys, Bangalore, India

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

Designed (wireframes, visual designs, UX and UI specs) for various 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

Usability — Contextual Inquiry, Heuristic Evaluation, Persona/Scenario Creation, Formative Usability Testing, Accessibility, Generative Methods, Eye Movement Recording.

Design — Information Architecture, Paper Prototyping, Wireframing, Hi-Fi Prototyping, Visual Design.

Software — Illustrator, Sketch, Axure, Framer Studio, Photoshop, Visio, Proto.io.

Programming — HTML/CSS, WordPress CMS, Javascript, Framer Studio, Python, PHP, R, Arduino.

PATENTS AND PUBLICATIONS

(Dec 2012)
Patent publ. no.: **US20140157150**

Contextual Collaboration - Ganesh Viswanathan Iyer + 4 others
URL: http://www.google.com/patents/US20140157150

(Sep 2011)
Book ISBN-10: **38454-37812**

Redesign of a Music-sharing Website Interface... - Ganesh Viswanathan Iyer + 2 others
URL: http://www.perm.ly/redesign-of-a-music-interface