

Ganesh Viswanathan Iyer

Product Designer/Manager

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Portfolio: ganeshviswanathan.com

~ 10 years

PROFESSIONAL EXPERIENCE

Jul 2020 - present

Head of Design

full-time

Skeptic Acid Labs, Mumbai, India

- Responsible for continued development of communication infrastructure, including research on automation, and building systems at scale.
- Currently, building an infrastructure for automating repetitive sales workflows through various communication channels. By current estimate, this design would save each sales agent approximately 4-5 hours a week.
- Evolving the existing product infrastructure that I had previously led development of, at Reva, for sending responsive email and SMS templates.

Jun 2017 - Jun 2020

Senior Product Designer

full-time

Reva Technology Inc., Palo Alto/Los Altos, CA, USA

- My key responsibilities in this role include designing hi-fidelity mockups, data models, defining software architecture and product strategy.
- Other responsibilities include identifying improvements in the product and internal processes to help the company adapt to larger scale requests.
- Chief accomplishments include leading the delivery of an improved marketing infrastructure that provides an analytical understanding of how a customer enters the sales funnel through various marketing channels.

Jan 2017 - May 2017

Product Designer

part-time

Reva Technology Inc., Palo Alto, CA, USA

- I was a hybrid between an interaction designer and product manager
- Key responsibilities include design of hi-fidelity mockups with visual design specifications, and decomposing them into product stories with test criteria.
- I had helped the company towards a successful pilot in May 2017, serving about 15% of our existing customer assets.
- I had also designed a feature for sales agents to indicate their availability to receive phone calls and new leads as part of a collaborative sales team.

Jan 2017 - May 2017

Reader - Television Studies

part-time

University of California, Berkeley, Berkeley, CA, USA

- Graded 150 long essays for 50 students and provided detailed feedback on how to tie diverse ideas drawn from multiple sources into a single, coherent thesis on the history and evolution of the American television industry.
- Assisted the lead instructor with distributing lecture notes and moderating quizzes and in-class discussions.

Aug 2016 - Dec 2016

Graduate Student Instructor - Intro to Media Studies

part-time

University of California, Berkeley, Berkeley, CA, USA

- One of 5 Graduate Student Instructors (GSI), helping the lead instructor

manage a class of 250 undergraduate students.

- Held biweekly, hour-long discussion groups for 50 students where I guided them on how to approach reference materials and to prepare for their exams and essays. During one discussion group, I created a web version of *Jeopardy!* based on classroom material, which was used by the other 4 GSIs.

May 2016 - Aug 2016

Product and UX Design Consultant

full-time

REDisrupt/Reva Technology Inc., Palo Alto, CA, USA

- My duties included research-driven design mockups, product definitions and test criteria for various use cases in a complex B2B/B2C system.
- Created a fully-interactive B2C prototype for applying for a rental unit; this was used by the sales team in product demos.
- Shipped a feature called *History* where sales agents operating on multiple leads can understand their last relevant activity on recently worked leads, saving them upto 23 minutes each time, from costly context switching.

May 2014 - Jul 2015

full-time, freelance, pro-bono

Product and UX Designer

Ganesh Iyer, Mumbai, India

- Worked pro-bono for non-profit causes that I cared about such as classical music and women empowerment through local livelihood.
- Deliverables included providing guidelines through mockups, visual design specs, and information architecture on how to build usable websites that scale to high viewership.
- Designed a website for an annual, global musical event. This went live in March 2015 to resounding success, and has continued every year since then.

Nov 2011 - Apr 2014

User Experience Designer Associate

full-time

SAP Labs India Pvt. Ltd., Bengaluru, India

- Led efforts on usability testing and deriving research insights to inform key product strategy decisions, in addition to delivering pixel-perfect mockups.
- My designs helped evolve legacy HCM and ERP applications into their modern web app equivalents.
- Co-led efforts to adopt a new design system organization-wide and modify the native charting library to be compatible with this new system.

Jun 2010 - Oct 2011

User Interface Designer

full-time

Infosys, Bengaluru, India

- Designed lo and hi-fidelity mockups for multiple projects in e-commerce, smart homes, supply chain management and e-learning domains.
- Designed for various platforms such as web, print, iOS, and Android.

EDUCATION

Aug 2015 - May 2017

full-time, *GPA 3.84/4*

UC Berkeley - School of Information, Berkeley, CA, USA

Master of Information Management and Systems (MIMS)

Equivalent to Master's Degree

- My program focus was on sustainable product design while understanding the technical and social impact of technologies such as tangible UIs, machine learning, Internet of Things (IoT) and big data.

- Delivered an embodied children's learning game called Geometris as part of a semester project. This game won **first place in the Games for a Purpose category at CHI 2017**.
- Other notable projects include creating a new analytical way of looking at tennis betting data and empowering local media organizations to overcome dominant narratives to help counter violent extremism.

Jul 2006 - May 2010

full-time, GPA 8.60/10

IIT Guwahati, Guwahati, India

Bachelor of Design (BDes)

Equivalent to Bachelor's Degree (4 years)

- My program focus was on the foundations of design and the impact of its decisions on society, particularly through digital user interfaces.
- In addition to usability and user-centered design, I also learned about materials, lighting, composition techniques for print, still and motion graphics and system design principles.
- For my capstone, I conceptualized a modern take on Nielsen's heuristics to redesign a music-sharing website. The resulting website provided a 3.5x more intuitive navigation to users, as proven by eye-tracking technology.

SKILLS

<i>Product</i>	Agile product development, SSNFs, release management, software testing, product strategy, business analysis, product marketing, API design
<i>Design</i>	Wireframing, hi-fidelity prototyping, visual design, design systems, UX research, formative usability testing, accessibility, information architecture
<i>Software</i>	Figma, Sketch, Illustrator, Photoshop, Proto.io, Framer, Jira, Asana, AirTable
<i>Programming</i>	Python, HTML5, CSS/SASS, JavaScript, React, gatsby, d3, R, Arduino, git

SELECTED AWARDS, PATENTS AND PUBLICATIONS

<i>May 2017 Award, Winner</i>	Games for a purpose, CHI 2017, Denver, CO - Ganesh Iyer + 2 others Presented an adaptive, collaborative, and open-ended game for children, so as to grasp abstract geometrical concepts like shapes and angles.
<i>Mar 2017 Paper, PETS 2017 Proceedings</i>	A usability evaluation of Tor Launcher - Ganesh Iyer + 5 others Recommended how to resolve key usability issues with the Tor browser.
<i>Dec 2012 Patent, US20140157150</i>	Contextual Collaboration - Ganesh Iyer + 4 others Published a real-time collaborative workflow where the conversation between two users is integrated with an active business instance.
<i>Sep 2011 Book, ISBN-10: 3845437812</i>	Redesign of a Music-sharing Website Interface for Cross-cultural Users - Ganesh Iyer + 2 others Published research findings from my Bachelor capstone project.