

Ganesh Viswanathan Iyer

Product Designer, UI/UX

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

ganesh.v@berkeley.edu | 510-944-4225

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

LinkedIn: <http://www.linkedin.com/in/ganeshiyerv>

EDUCATION

(Aug 2015 - May 2017, full time)

GPA: 3.84/4

University of California Berkeley - School of Information, Berkeley, CA

Master of Information Management and Systems (MIMS), focusing on *Product Design, HCI*

PROJECTS

- **Data Visualization**: Designed an innovative visualization to interpret betting info in tennis.
- **Geometris**: Designed an embodied and collaborative learning game for children.
- **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*

~6 Years

PROFESSIONAL EXPERIENCE

(May 2016 - Aug 2016, full time),

(Jan 2017 - *present*, part time)

Reva Technology, Palo Alto, CA

Product Designer (contract)

- Created wireframes, components, UX and visual design specs to help launch the pilot
- Designed a prototype for usability testing that was later used for stakeholder demos
- Created 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*

- 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

Needs and Usability

Contextual Inquiry, Heuristic Evaluation, Persona/Scenario Creation, Journey/Stakeholder Mapping, Use Case Evaluation, Formative Usability Testing, Accessibility

Design

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

Software

Illustrator, Sketch, Axure, Photoshop, Framer, Visio, Proto.io, After Effects, Tableau, JIRA

Programming

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>