

# Ganesh Viswanathan Iyer

Product Designer, UI/UX

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

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## 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)

**Stealth Startup**, Palo Alto, CA

UX + Product Definition Consultant

- Created wireframes, UX and visual design specifications for applications and components.
- Designed 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*

- Designed high-fidelity mockups and contributed controls to a central UI Design Library.
- Co-led the design thinking activity for **Project Execution on HANA**.
- Designed dashboards for the **HCM HR-Administrator** self-service product.
- 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, 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

### 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, Photoshop, Framer, Visio, Proto.io, After Effects, Tableau

### Programming

HTML/Jade/CSS/SASS, Jekyll, Javascript (jQuery, React, Webpack, d3), Python, 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>

(May 2017)

CHI 2017 Extended Abstracts

**Geometris: A Collaborative Embodied Geometry Game** - Ganesh V. Iyer + 2 others

**URL:** <http://dl.acm.org/citation.cfm?id=3048413>