

Ganesh Iyer

Product Designer, UI/UX

Interested in: HCI, Product Development, Information Systems, Data Visualization

ganesh.v@berkeley.edu | +1 510.944.4225

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

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

+8 Years PROFESSIONAL EXPERIENCE

May 2016 - *present* **Reva Technology** (formerly REDisrupt), Los Altos, CA

Senior Product Designer

- Led the end-to-end delivery of new features through needs assessment, customer dialog, proofs of concept, iterative prototyping, UI/UX design and test specifications.
- Co-leading efforts towards automation and incorporating conversational AI
- Introduced systemic, design, and data model improvements to scale the product better
- Designed prototypes for usability testing that helped validate key design decisions.

Nov 2011 - Apr 2014 **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**.
- Led the UX transition of products from a legacy to a modern and responsive web UI.
- Created wireframes, UX specs and designed controls for a central UI library.

Jun 2010 - Oct 2011 **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 + **freelance UX Designer** (clients: Bach in the Subways, WellPaper), Mumbai, India

EDUCATION

Aug 2015 - May 2017 **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*

- **Geometris**: Designed software and experiential components for an embodied, tangible and collaborative geometry game for children. Geometris *won the Games for a Purpose category* in the Student Game Design competition at CHI 2017.
- **Tennis Visualization**: Designed data visualizations that help tennis fans explore and analyze trends in betting and performances in a unified story.
- **PipPop**: Designed a mobile app to facilitate seamless exchange of contact information.

Jul 2006 - May 2010 **Indian Institute of Technology (IIT) Guwahati**, India

GPA: 8.60/10 **Bachelor of Design (B.Des)**, *focusing on HCI, Usability*

SKILLS

Product management Journey/stakeholder mapping, SSNiFs, release management, story writing, software testing

Design + UX Contextual inquiry, heuristic evaluation, persona/scenario creation, usability testing, accessibility, information architecture, wireframing, hi-fidelity prototyping, visual design

Software tools Figma, Illustrator, Sketch, Axure, Photoshop, Framer, Visio, Proto.io, JIRA

Programming tools HTML5, CSS/SASS, Javascript, MJML, Jekyll, jQuery, React, d3, Python, R, Arduino, git

PATENTS AND PUBLICATIONS

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>