

# Ganesh V Iyer

## Product Designer

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

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

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

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

## EDUCATION

(Aug 2015 - *present*, full time)

GPA: 3.81/4

**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.
- **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*

5+ Years

## PROFESSIONAL EXPERIENCE

(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)

**Contextual Collaboration** - Ganesh Viswanathan Iyer + 4 others

Patent publ. no.: US20140157150

URL: <http://www.google.com/patents/US20140157150>

(Sep 2011)

**Redesign of a Music-sharing Website Interface...** - Ganesh Viswanathan Iyer + 2 others

Book ISBN-10: 38454-37812

URL: <http://www.perm.ly/redesign-of-a-music-interface>