Ganesh Viswanathan Iyer
Product Designer

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AREAS OF INTEREST

- Human-Computer Interaction (HCI)
- Cross-cultural Usability
- Web, Mobile and Wearable Technologies
- Design for Behavioral Impact

EDUCATION

(Aug 2015 - present, full time)

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

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

(Jul 2006 - May 2010, full time)
CPI: 8.60/10, Department Rank: 3/22

Indian Institute of Technology (IIT) Guwahati, India

Bachelor of Design (B.Des), *focusing on* **HCI, Usability**

PROFESSIONAL EXPERIENCE

5+ Years

(May 2014 - Aug 2015, full time)

Freelance UX Designer, Mumbai, India

Clients: **Bach in the Subways** (New York, USA), **WellPaper** (Auroville, India)

Using a user-centered design process, designed streamlined and responsive user interfaces through mockups, high-fidelity prototypes and UI specifications.

(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-Admininstrator** dashboard designs
- Trained in Formative Usability Testing - Script-writing, Moderation and Note-taking.

(Jun 2010 - Oct 2011, full time)

Infosys, Bangalore, India

User Interface Designer, *Communication Design Group (CDG)*

Designed for various product sectors like social enterprise, e-commerce, supply-chain, e-learning and lifestyle. Created wireframes, visual designs with UI specs as well as translated and redesigned existing applications across platforms.

(Aug 2010 - Jul 2015, part time)

+ Music Journalist, **Core Team Member** at **What's The Scene India**, Bangalore, India

+ **Internships** at **ENSAM ParisTech**, Laval, France and **IIT Bombay**, Mumbai, India

SKILLS

Usability
Contextual Inquiry, Heuristic Evaluation, Conceptual Models, Persona/Scenario Creation, Formative Usability Testing, Accessibility and Eye Movement Recording.

Design
Brainstorming, Information Architecture, Sketching, Paper Prototyping, Wireframing, High-Fidelity Prototyping and Visual Design.

Software
Illustrator, Sketch, Axure, Framer Studio, Photoshop, Visio and MS Office.

Programming
HTML/CSS, WordPress CMS, Javascript (jQuery, react, framer), Python, PHP, R and Arduino.

PATENTS AND PUBLICATIONS

(Dec 2012)
Patent publ. no.: US20140157150

Contextual Collaboration - Ganesh Viswanathan Iyer + 4 others

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

(Sep 2011)
Book ISBN-10: 38454-37812

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

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