

Ganesh Viswanathan Iyer

Product Designer, UI/UX

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*

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*

5+ Years

PROFESSIONAL EXPERIENCE

(May 2016 - Aug 2016, full time),

Stealth Startup, Palo Alto, CA

(Jan 2017 - *present*, part time)

UX + Product Definition Consultant (intern)

- 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*

- 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, 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, After Effects, Visio, Proto.io, Invision.

Programming

HTML/Jade/CSS/SASS, WordPress, Javascript (jQuery, React), Python, 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>