

Ganesh Iyer

Product Designer/Manager

ganesh.v@berkeley.edu / +91 88 79 49 79 11

Portfolio: ganeshviswanathan.com

LinkedIn: linkedin.com/in/ganeshiyerv

~ 10 years

Jul 2020 - **present**, full-time

PROFESSIONAL EXPERIENCE

Head of Design

Skeptic Acid Labs, Mumbai, India

- Currently, building an infrastructure for automating repetitive sales workflows through SMS. By current estimate, the completed product would save an average sales team approximately 4-5 hours a week.
- Designed a business-logic driven framework to drive highly personalized conversations through a webchat widget that can work for many customers.

Senior Product Designer

Reva Technology Inc., Palo Alto/Los Altos, CA, USA

- Shipped a pipeline and an API to manage, customize, and deliver responsive email templates to consumers after specific sales events.
- Led the delivery of a marketing infrastructure that provides a more efficient way to manage the customer's marketing campaigns and a data-driven understanding of how the customer can monitor qualified leads in the funnel.

User Experience Designer Associate

SAP Labs India Pvt. Ltd., Bengaluru, India

- Led efforts to evolve legacy HCM and ERP applications into their modern web app versions and helped with adoption of a new design system (Fiori).

User Interface Designer at Infosys, Bengaluru, India

Freelance UX designer (pro-bono), Mumbai, India

EDUCATION

Aug 2015 - May 2017

full-time, GPA 3.84/4

UC Berkeley - School of Information, Berkeley, CA, USA

Master of Information Management and Systems (MIMS)

Jul 2006 - May 2010

full-time, GPA 8.60/10

IIT Guwahati, Guwahati, India

Bachelor of Design (BDes)

SKILLS

Product

Product development and strategy, SSNFs (prioritization framework), release management, software testing, business analysis, documentation, marketing

UI/UX design

Wireframing, hi-fidelity prototyping, design systems, UX research, usability testing, web accessibility (WAI-ARIA), information architecture

Software

Figma, Sketch, Illustrator, Photoshop, Proto.io, Principle, Jira, Roam Research

Programming

Python, HTML5/MJML3, CSS/SASS, JavaScript, React/Gatsby, git, Processing

SELECTED AWARDS, PATENTS, AND PUBLICATIONS

May 2017; Award, **Winner**

Games for a purpose, CHI 2017, Denver, CO - Ganesh Iyer + 2 others
Presented an adaptive, collaborative, and open-ended game for children, so as to grasp abstract geometrical concepts like shapes and angles.

Mar 2017; Paper, **PETS 2017 Proceedings**

A usability evaluation of Tor Launcher - Ganesh Iyer + 5 others
Recommended how to resolve key usability issues with the Tor browser.

Dec 2012; Patent, **US20140157150**

Contextual Collaboration - Ganesh Iyer + 4 others
Published a real-time collaborative workflow where the conversation between two users is integrated with an active business instance.