Ganesh Iyer

Product Designer

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Portfolio: skepticacid.io

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SELECTED EXPERIENCE

~12 years

Co-founder + Product Design Lead

Jan 2022 - Aug 2022

Appbrew, Mumbai, India

- Designed mobile apps in iOS and Android for D2C e-commerce brands, one of which **delivered a 5x conversion rate** compared to the equivalent web store.
- Led a team of 2 other designers that **with a delivery velocity greater than competitor design teams 3x larger** and with a fraction of their budget.

Product and Design Lead

*Jul 2020 - **present***
Self-employed

Skeptic Acid Labs, Mumbai, India

- Worked with startups in the insurance, AI/ML, e-commerce, no-code, & real estate domains as their foundational designer to deliver 0 → 1 projects *at speed*.
- Designed the first e2e mockups of a client's product that was key to securing their first funding - **a $2M seed round from a tier-1 VC**.

Senior Product Designer

May 2016 - Apr 2021

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

- Shipped a semi-autonomous SMS bot that **saves 1.5 hours per sales agent per day**, alongwith a pipeline to get the bot better at understanding utterances over time.
- Shipped a responsive email template architecture that **cut down configuration and implementation time from 2-3 weeks to 1 hour**.

Prior design roles

SAP Labs (2011 to 2014), **Infosys** (2010 to 2011), **pro-bono freelancer** (2014 to 2015)

SKILLS

Design

Multi-brand design systems, hi-fidelity mockups, design ops, responsive design, native applications, needs assessment, usability testing, data visualization, accessibility

Product

Product-led growth, prioritization, system analysis and design, process automation, API architecture, cross-functional leadership, onboarding, implementation, support

Software

Figma, Sketch, Zeplin, Illustrator, Photoshop, Protopie, Jira/Linear/Notion, LogSeq

Programming

Python, React, Rasa, git, JavaScript, HTML5/CSS, Processing, SQL

EDUCATION

UC Berkeley School of Information (Masters, 2017)
- Award winner at CHI 2017 in Denver, CO, in the Games for a Purpose category
- Design head of the student association - *IMSA* and the unconference - *Infocamp 2016*

Indian Institute of Technology Guwahati (Bachelors, 2010)