

Shruti Ganesan

VISUAL PRODUCT DESIGNER

WORK EXPERIENCE

Sr. Visual Product Designer, Networking Hardware client

Punchcut, San Francisco, CA / November 2023–Present 2024

- Currently helping with market and user research involving emerging technology and trends to ideate product design concepts and product strategy for networking hardware in a connected home

Sr. Visual Product Designer, Financial Services client

Punchcut, San Francisco, CA / May 2023–August 2023

- Built thoughtful UX/UI solutions for a financial app to improve end-to-end customer experiences, and elevated designs based on user testing and research conducted in-house

Product Designer, Meta

Punchcut, San Francisco, CA / January 2022–January 2023

- Crafted and led product design solutions with ambiguous scope for Meta's business messaging and commerce initiatives for customers and small businesses across web and mobile platforms
- Ensured consistency on a systems level between design systems, surfaces and design decisions
- Worked closely with content designers, engineers, researchers and managers at Meta to design and test end-to-end flows, prototypes and exploratory concepts using Figma for near and long-term efforts

Lead Visual/UX Designer

Dentacare Centre, Remote / Feb 2021–Nov 2021

Spearheaded and executed the rebranding and redesign of a dental website in Figma with strong collaboration with the developer

Mid-Sr. Visual Designer, YouTube

Toaster, San Francisco, CA / May 2018–Feb 2021

- Art directed and designed creative collateral for YouTube, including videos, websites, mobile UX/UI, GIFS, presentations, and visual systems for their global and local marketing
- Led a UX/UI refresh for YouTube's Services Directory creating userflows, a design system and UX/UI solutions while closely working with the developer
- Successfully helped the internal UX team at YouTube migrate from Sketch to Figma
- Led client projects with a solution oriented mindset and improved efficiency of the creative process by closely working with PMs streamlining communication with the clients
- Encouraged all creatives to attend design events and share their learnings

Visual Designer

Cancel Corona, Remote / April 2020–May 2020

- Led visual design for a team of volunteers from all over the world to help with Cancel Corona's marketing efforts to combat COVID-19
- Created social assets, landing pages, and presentations for outreach and product development
- Created the #3for3 campaign which was well received by the NBA with the potential of going live

UX/UI Designer

Aqui Technologies LLC, San Francisco, CA / March 2018–April 2018

Led the UX/UI process for an Augmented Reality start-up app, which involved building wireframes, prototyping, and creating initial visual designs

Digital Design Intern

Imomom, Richmond, CA / Dec 2016–Feb 2017

Edited lookbook photos for a luxury kidswear website, contributing to social media graphics and overall learning the fashion retail aspects for an e-commerce startup

SKILLS

Figma, Adobe Creative Cloud, Sketch, User-centered design, Visual design, UX/UI design, User testing, Product design, Interaction design, Responsive design, Art direction, Storyboarding, Presentation design, Social media, Web design, iOS/Android design, Design systems, User flows, Concept development, Personas, Wireframes, Information architecture, Site map, Prototyping, InVision, Wix, G Suite, XFN collaboration

EDUCATION

MFA Graphic Design & Digital Media / Fall 2017 - Academy of Art University, San Francisco, CA

BA Fashion Design / Spring 2013 - Heriot Watt University, Dubai, UAE

VISA STATUS

Green card

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