

SHRUTI SABU GANESAN
shrutiganesan.com

ROLE
Mid-Sr. Visual Designer

CLIENT
YouTube

AGENCY
Toaster,
San Francisco

Additional Marketing Work Samples

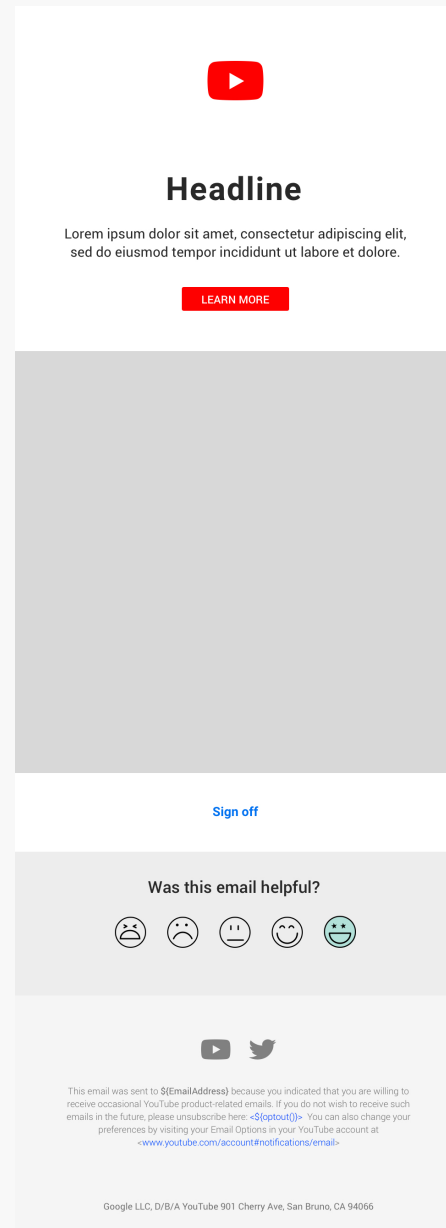
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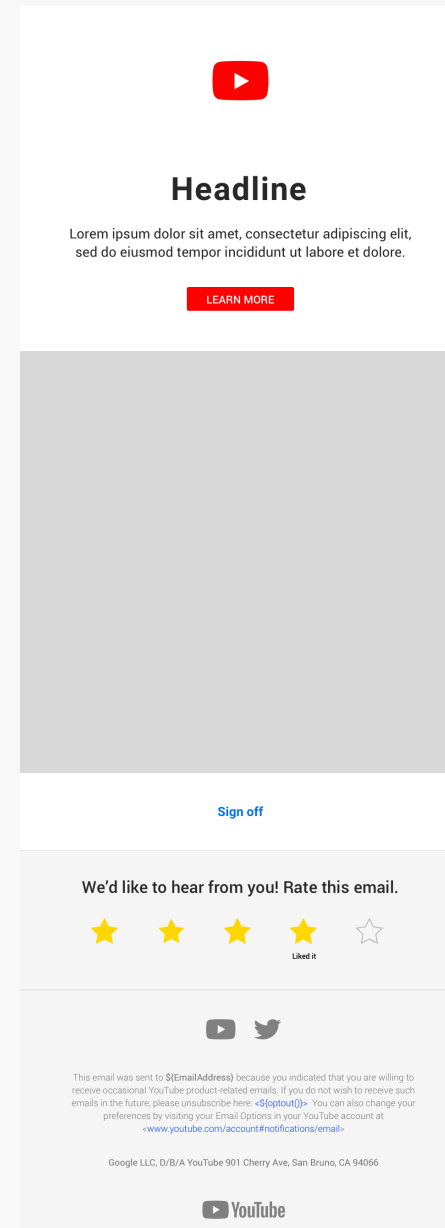
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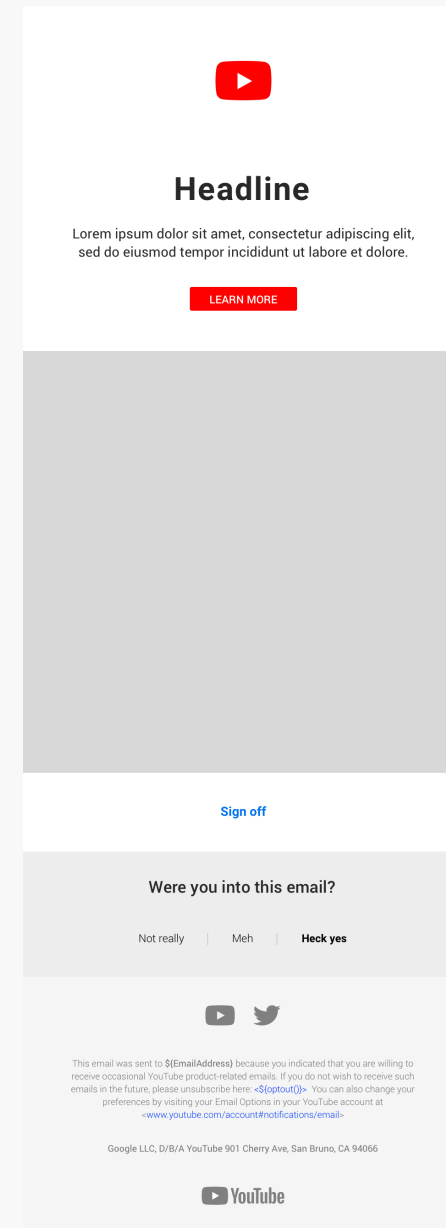
Email Design



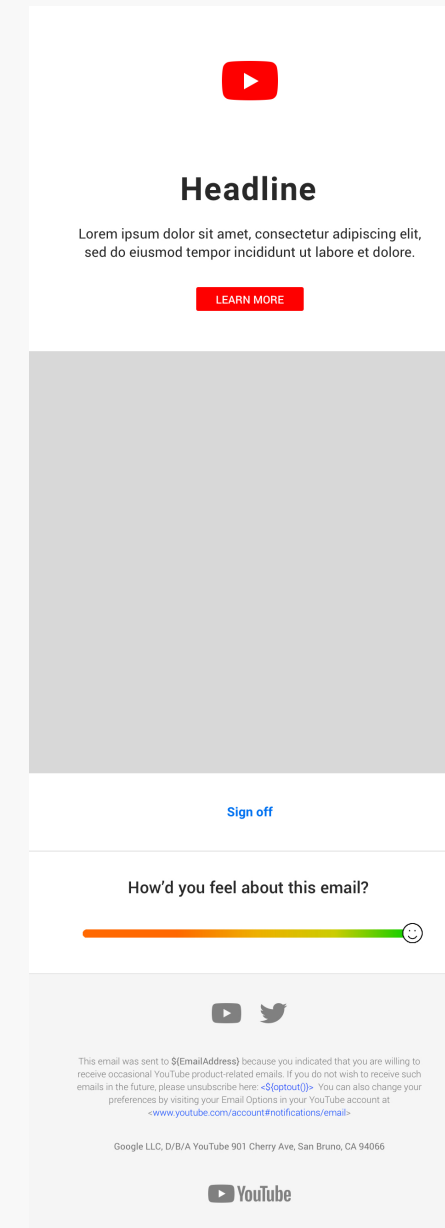
a. Icons



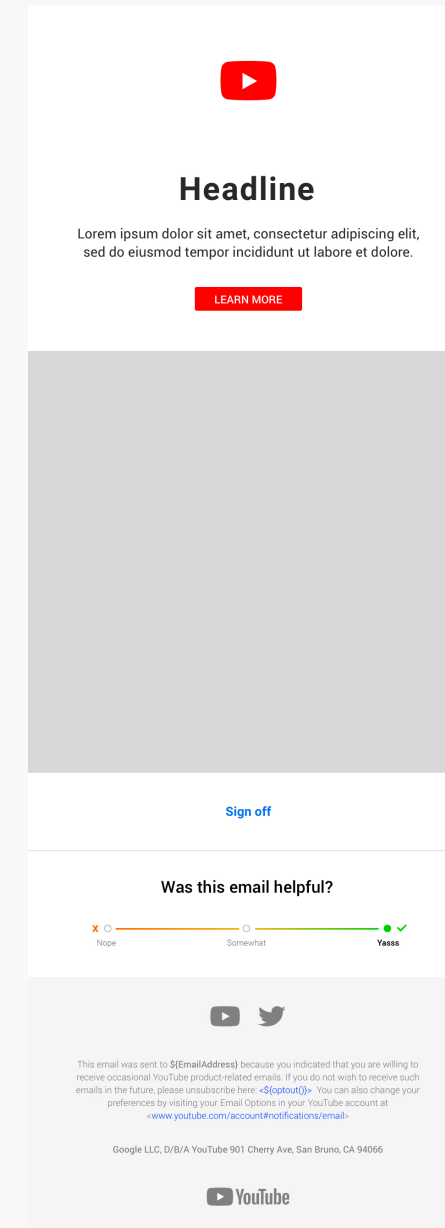
b. Star rating




c. Text only



d. Emotion scale



e. Likert scale

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MONTH, YEAR

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Learn more

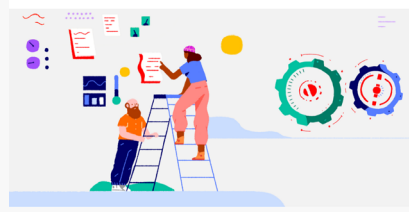
Resources

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c. Bold sections

a. Simple

 **Headline goes here**
MONTH, YEAR



[Key messaging goes here] Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

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Watch video

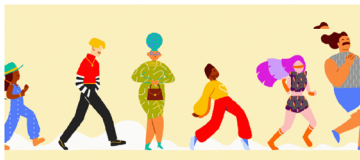
Resources:

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b. With header + footer GIFs

b. With header + footer GIFs

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MONTH YEAR



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Learn more

1. Section title

Learn more

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore:

Learn more


2. Section title

Learn more

Learn more
youtube.com/howyoutubeworks

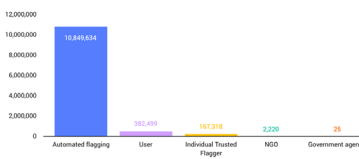
Managing Content Responsibly
[PDF](#)

Learn more
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3. Section title

Learn more



Learn more

Creator Year In Review Campaign

THE ASK

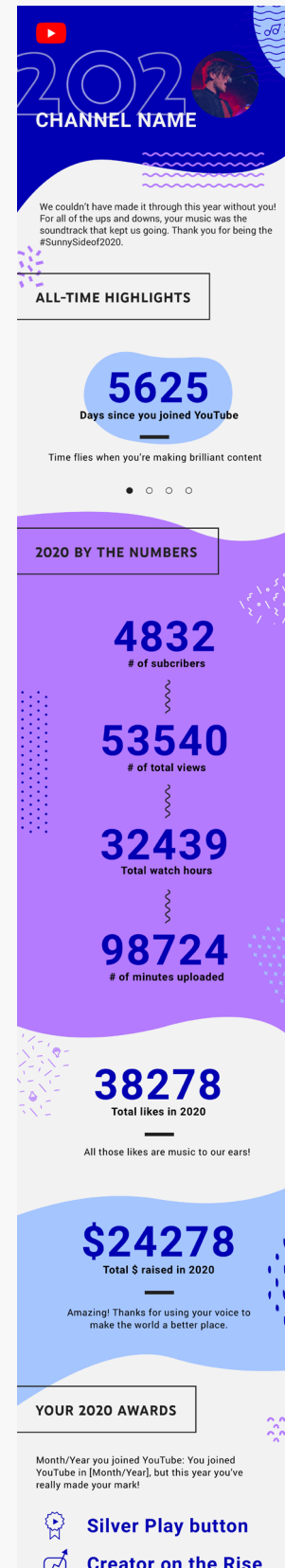
Revamp YouTube's Year In Review email campaign to celebrate 6M content creator's worldwide for their channel engagement with a personalized and scalable message.

APPROACH

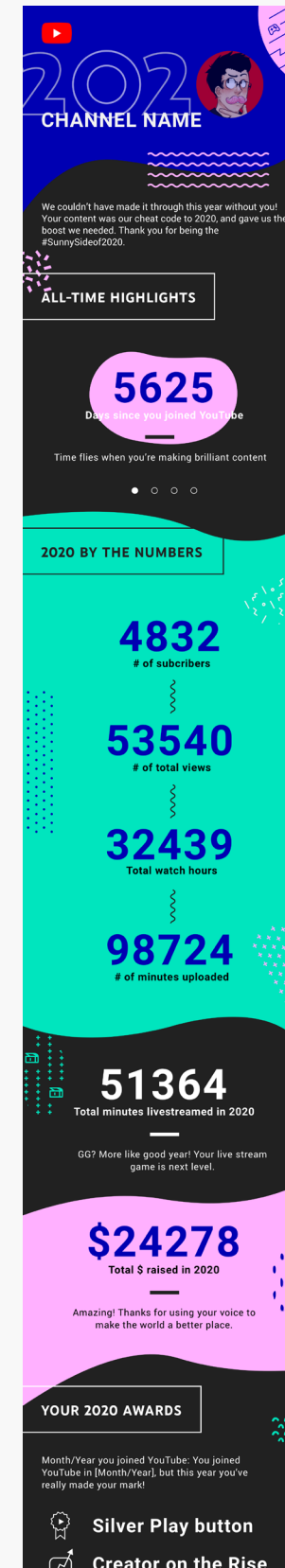
Keeping the data as the hero, the numbers called out key milestones across verticals. Using playful graphics and bold colors, channel stats showed the positive impact creators had over the year.

RESULTS

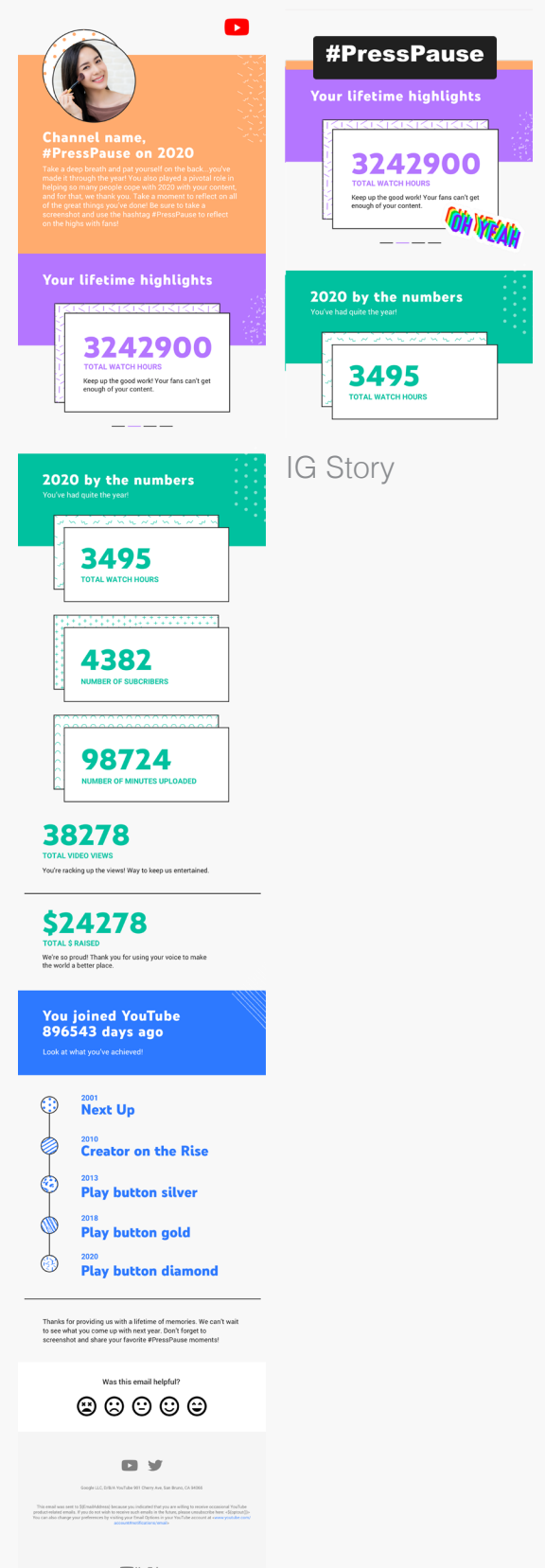
- The email had a 42% open rate
- #MyYearInReview was mentioned in over 2.7 million videos as of April 2021



v1 Music



v1 Gaming



v2 Beauty

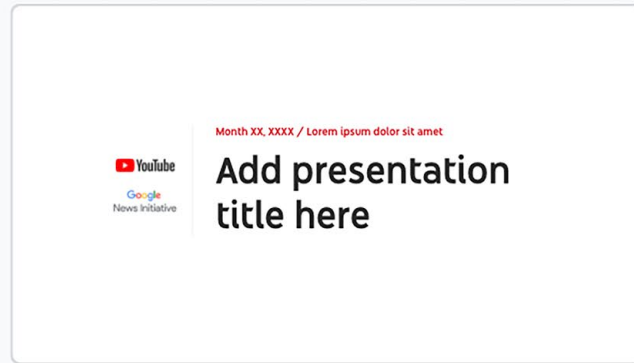
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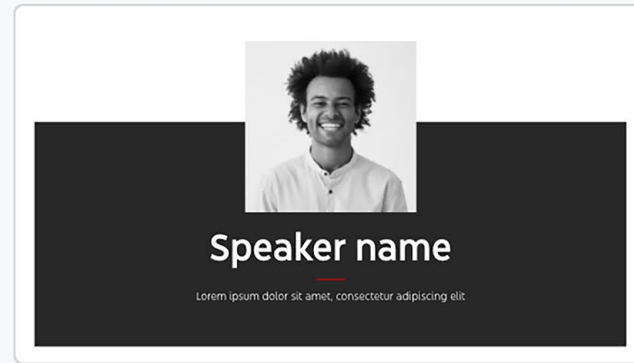
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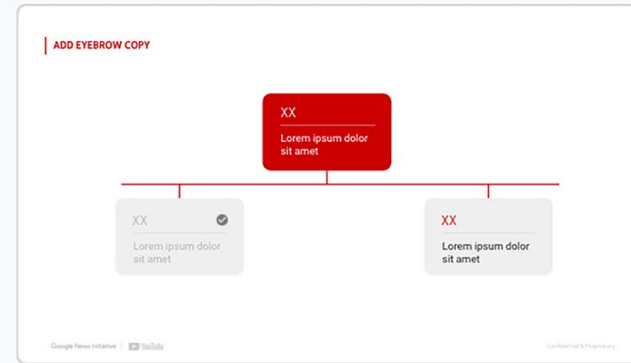
Presentation Design



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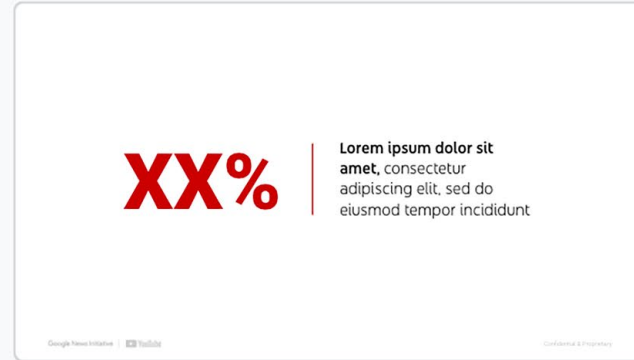
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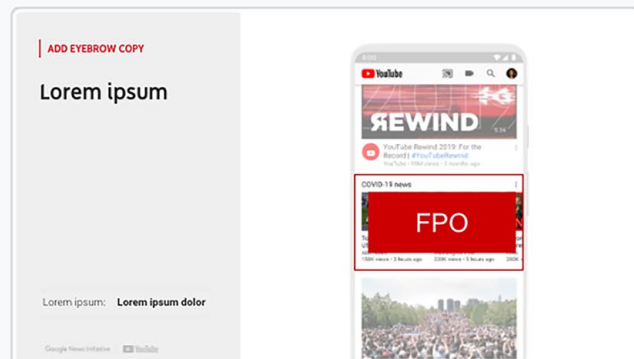
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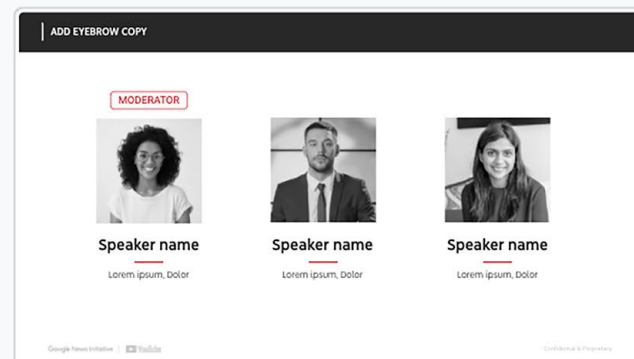
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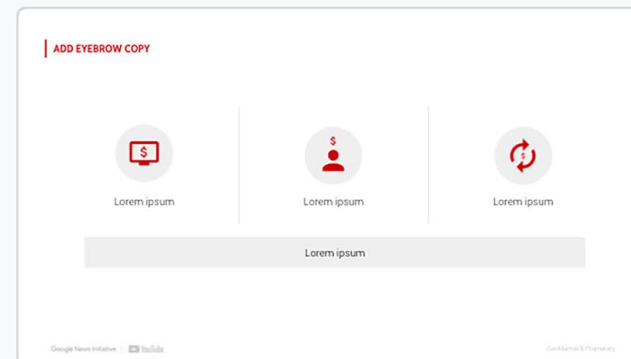
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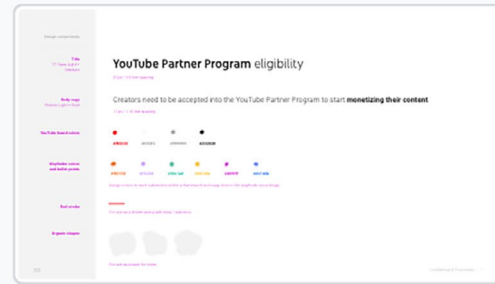
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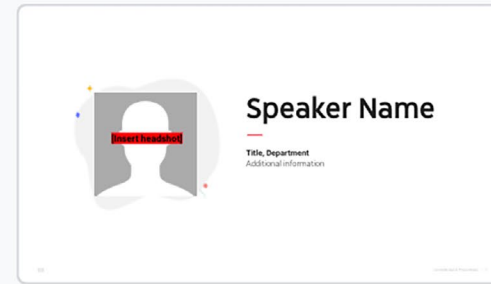
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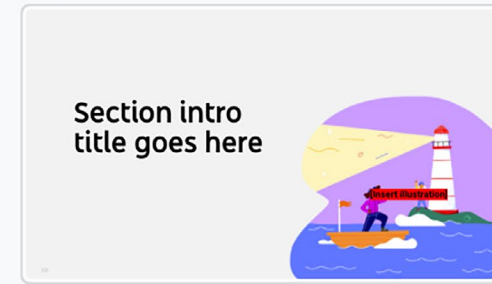
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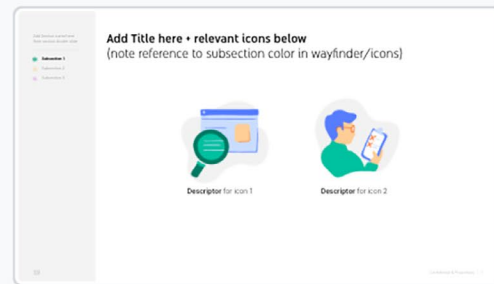
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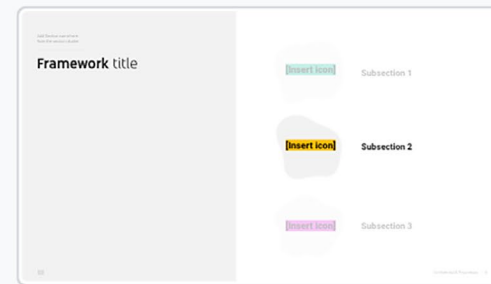
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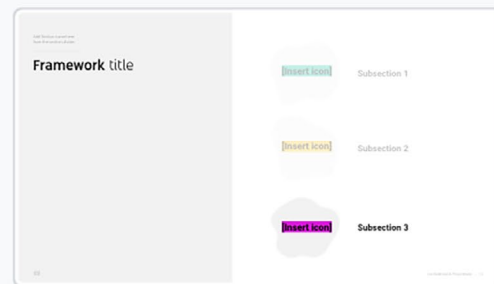
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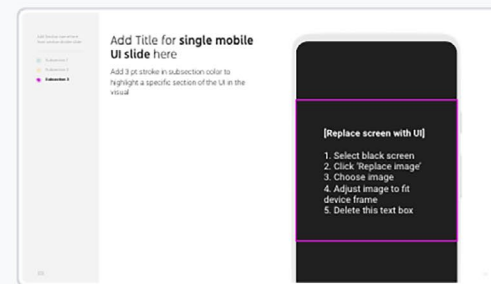
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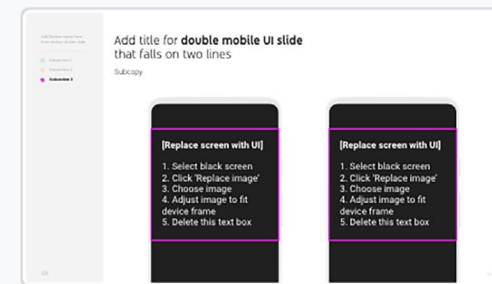
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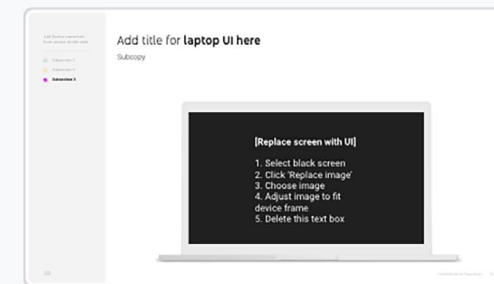
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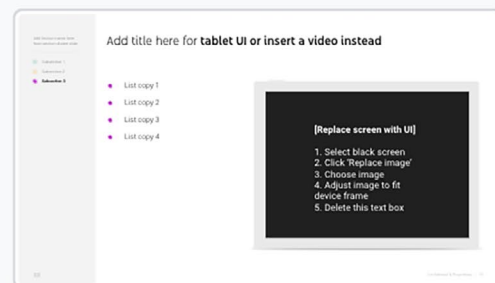
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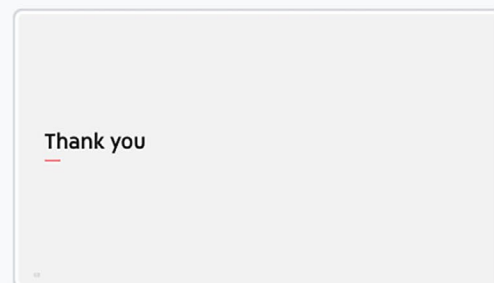
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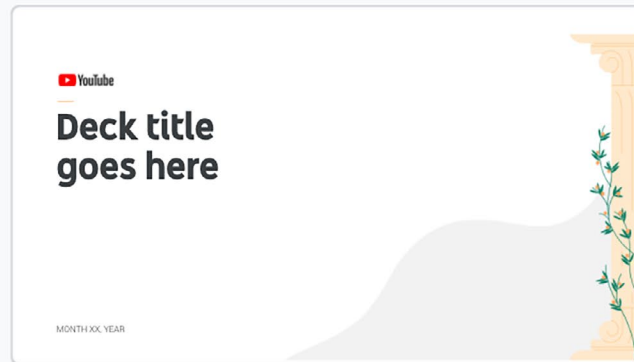
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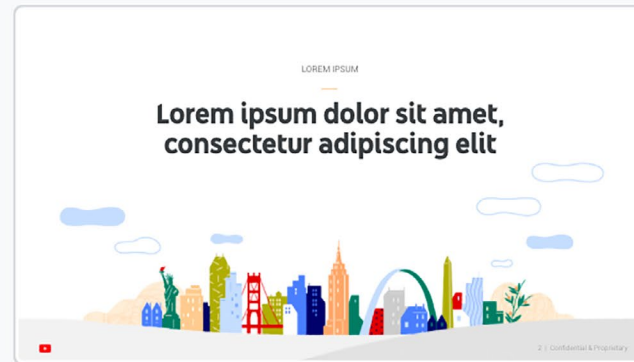
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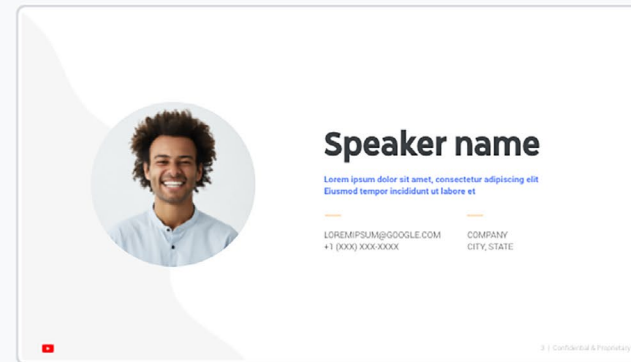
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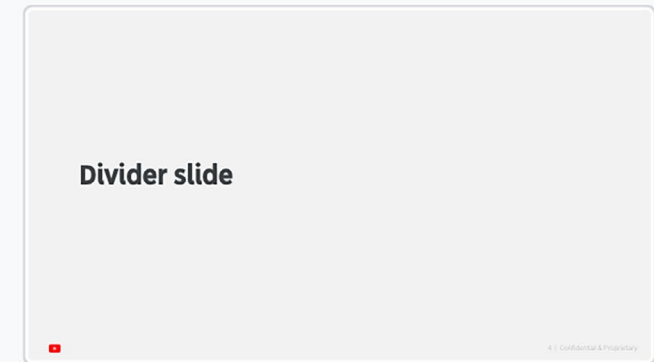
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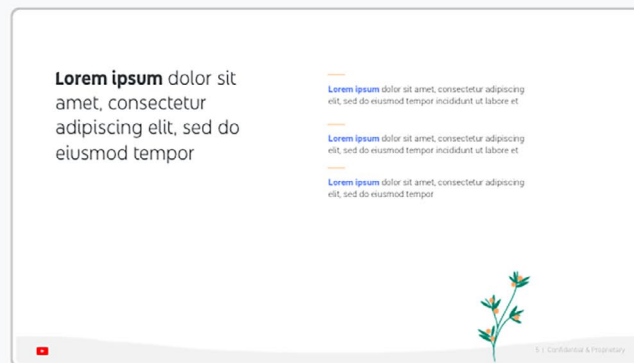
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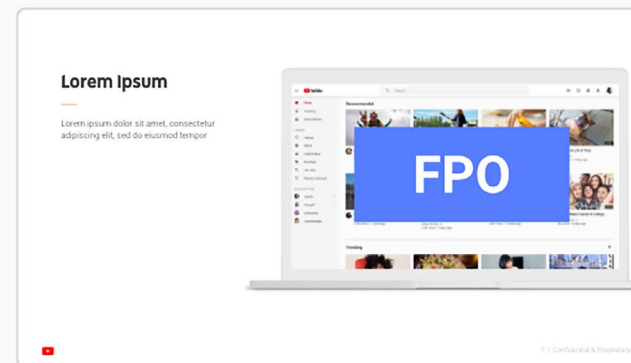
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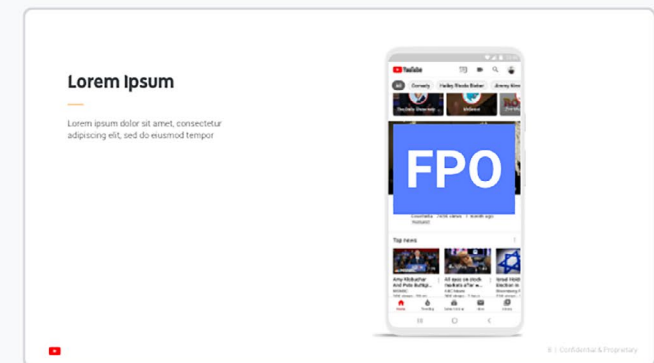
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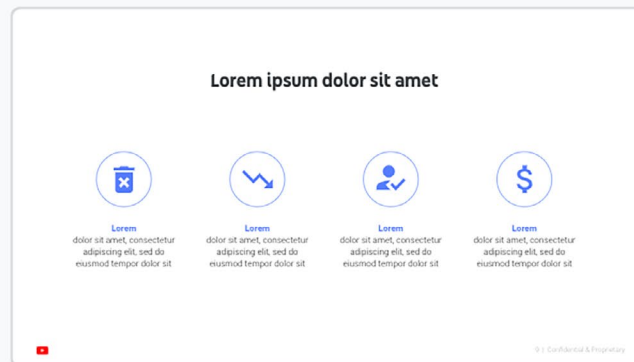
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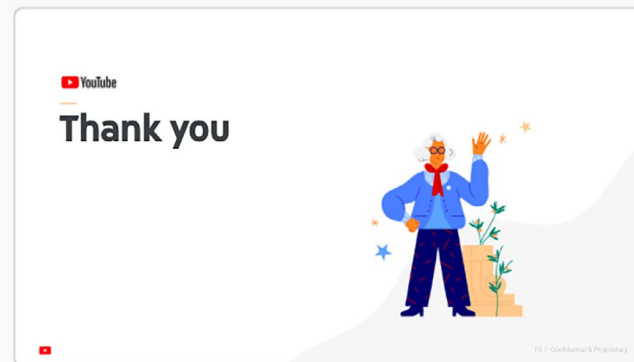
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Icons, Newsletter and Infographic Design

PUBLIC POLICY NEWSLETTER APRIL 2019

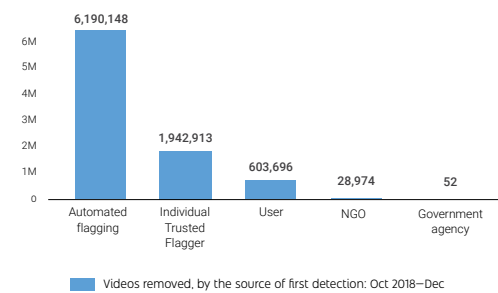


Growing Responsibly

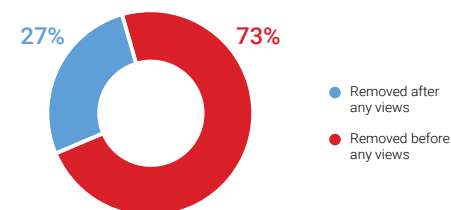
YouTube has launched in 100 countries in 80 languages, and as the platform continues to grow and scale, it's important to us that we grow responsibly. We have made many improvements and we continue to work hard to make sure users have a good experience on YouTube.

Increasing Transparency

In 2018, we were the first in the industry to launch a public report sharing data on content removals under our policies: [YouTube's Community Guidelines Enforcement Report](#). We update the report on a quarterly basis as part of our ongoing commitment to transparency.



- ▶ From October to December of 2018, we removed nearly 8.8 million videos for violating our Community Guidelines. Over 6.1 million of these videos were detected by automated flagging systems, and almost three-quarters of those came down before receiving any views.



Removed videos first flagged through automated flagging, with and without views: Oct 2018–Dec 2018

Updating Policies

We are constantly evolving our Community Guidelines and policies to address new issues and trends.

Keeping Minors Safe

- ▶ Safeguarding the emotional and physical well-being of minors is a top priority for YouTube; no form of content that endangers minors is acceptable on the platform.
- ▶ Over the last few months we have disabled comments from tens of millions of videos featuring young minors that could be subject to predatory behavior, and we have launched new technology to more quickly identify and remove predatory comments.
- ▶ As always, we terminate viewer accounts that violate our Community Guidelines and report illegal behavior to the National Center for Missing and Exploited Children (NCMEC) so they can work with the proper authorities.

Improving Recommendations

- ▶ Recommendations help people find great new content on YouTube. We continuously update our recommendations system to make sure we're suggesting relevant videos that respect our Community Guidelines.
- ▶ We recently introduced a change to reduce recommendations of borderline content (content that comes close to violating our Community Guidelines) and content that could misinform users in harmful ways. Examples include removing videos promoting a phony miracle cure for a serious illness or claiming the earth is flat.
- ▶ While this shift will apply to less than one percent of the content on YouTube, we believe that limiting the recommendation of these types of videos will mean a better experience for the YouTube community.
- ▶ This has launched in the US and we're working to expand to more countries in 2019.

In Case You Missed It

We published a white paper about how Google and YouTube fight disinformation. It describes the principles and techniques we deploy to address this ever-evolving challenge. You can read it here: <http://bit.ly/2GuCFfQ>

Empowering Creators & Users

We know that high quality content like news and learning content is time-consuming to research, produce, and edit. We are committed to supporting the growth of these areas on YouTube so that creators and users can find authoritative information, learn, and teach.

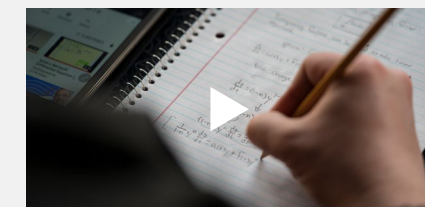
Growing a Healthy News Ecosystem

- ▶ To help ensure that news content is a healthy part of YouTube's creator ecosystem, we made changes to ensure users have a good news experience, and we've prioritized supporting the journalism community.
- ▶ One key effort is the GNI [YouTube innovation funding](#) that supports news organizations in building sustainable online video capabilities.
 - ▶ We awarded grants to [87 recipients](#) from 23 countries around the world who represent a diverse array of broadcasters, traditional and digital publishers, local media, agencies, and creators.
 - ▶ Grantees are trying out innovative ways of reporting news, like different fact-checking formats and new audience engagement tools.
- ▶ We've also been focused on identifying and surfacing authoritative news sources, especially during fast-moving news events.
 - ▶ After a breaking news event, it takes some time for journalists to upload fact-based video content, while unscrupulous uploaders can more quickly share conspiracy theories.
 - ▶ To address this, we developed a system that determines when a breaking news event might be happening, after which we automatically prioritize authoritative search results and recommendations above popularity or recency.
 - ▶ Our Top News shelf prominently highlights videos from authoritative news sources in search results, and our Breaking News shelf highlights videos from news organizations directly on the YouTube homepage.

Investing in Learning

- ▶ We've seen the incredible momentum around learning and education on YouTube, and we're investing to support its growth.
- ▶ Last year, we introduced the Learning Fund to support creators who make great learning content on YouTube – from videos about career skills to computer science. So far, we have awarded grants to 65 creators across 9 countries to support them in developing multi-session learning content for YouTube.
- ▶ We also launched a new [YouTube Learning](#) channel where partners like Goodwill and Year Up can share curated playlists that teach career skills. The channel makes it easy for users to find tutorials, DIY videos, explainers, and skill-based playlists.

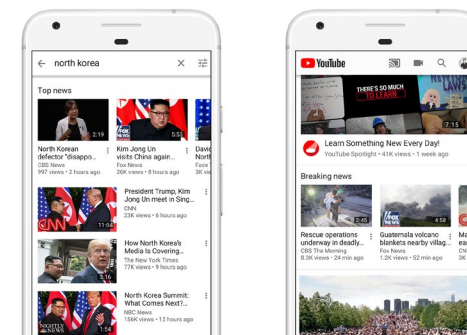
Spotlight: Joshua Carroll



Veteran Joshua Carroll used to spend nights at his security post watching YouTube to learn trigonometry so he could pursue his passion for space. In just three weeks, YouTube helped him improve his math skills from a 10th grade level to the level required to take physics classes at New River Community College in Virginia. Today, he makes a living as a physicist, using Bernoulli differential equations in fluid flow systems.

"Any time I'd get to a part of the problem that I didn't understand, I'd pause the video and I'd go find other videos [...] until I figured out what it was that I was missing."

– Joshua Carroll



Top News

Breaking News

YouTube Innovation Funding

THE ASK

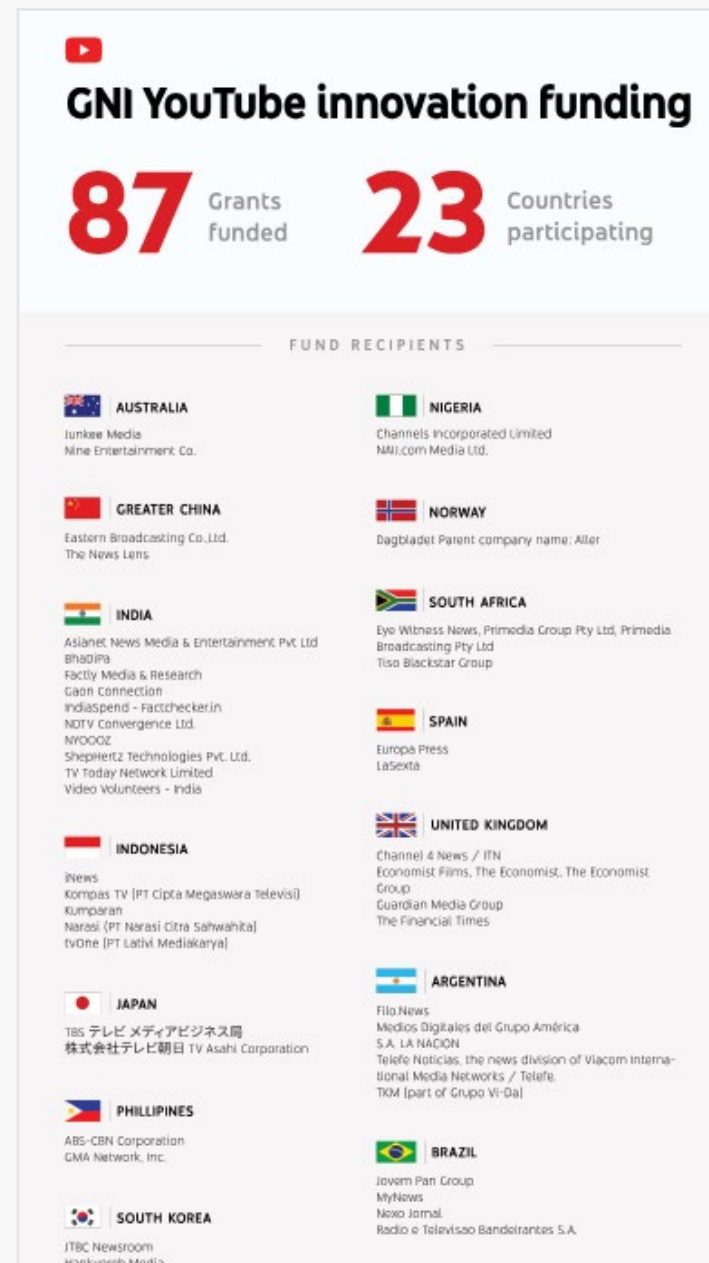
Create an infographic to accompany a blog post announcing the grant recipient organizations for the YouTube Innovation Funding Program in collaboration with Google's News Initiative.

APPROACH

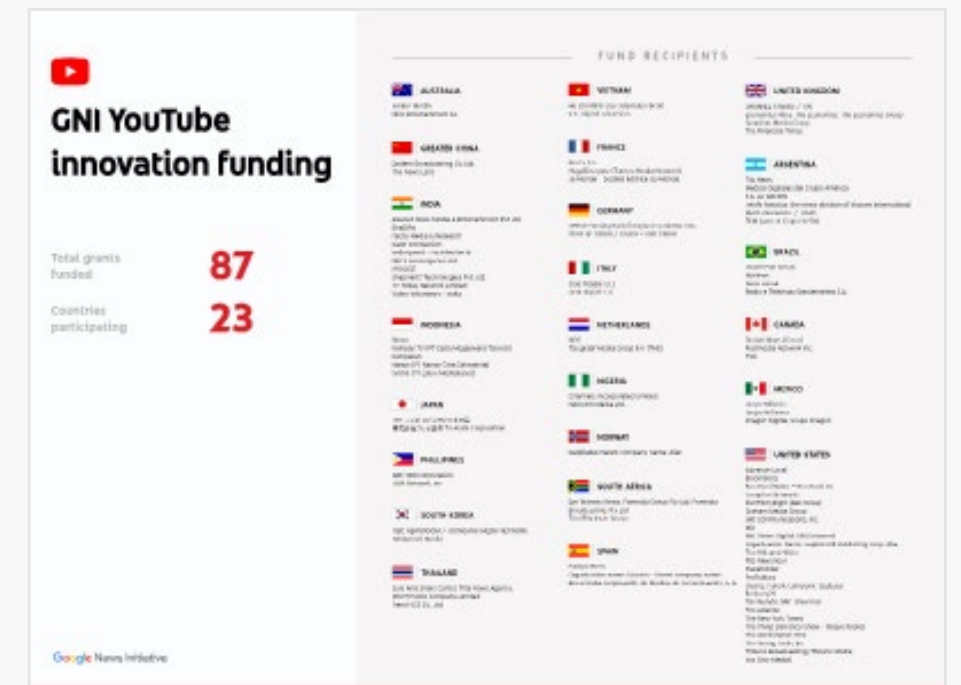
The figures took centre stage in these layouts to emphasize the extensive impact of YouTube's funding. The countries' flags and recipient names listed out reiterate the wide reach of the program.

RESULTS

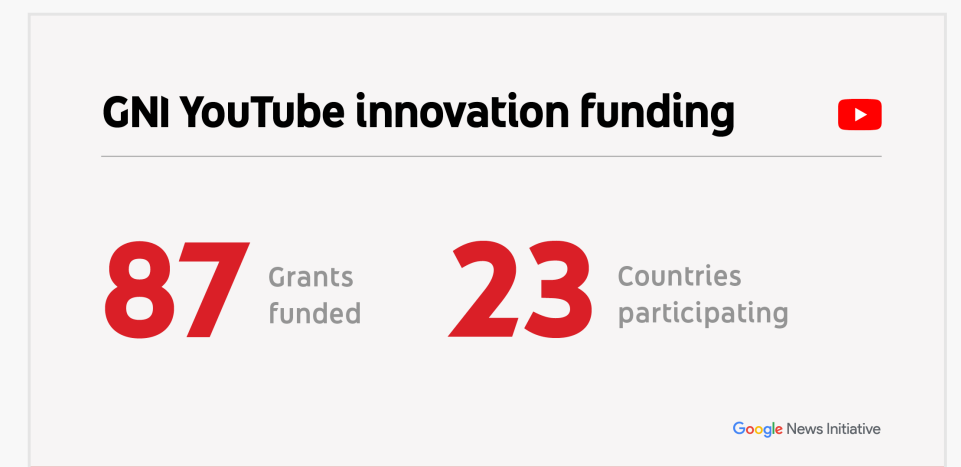
- Press coverage from global publishers who covered the funding details and/or reused the infographic ([Link to a press article](#))
- 670 mentions, driving 12M potential impressions
- Many partners and creators tweeted in celebration



[Link to blog post](#)



Generic format to share with news partners



[Link to YouTube tweet](#)