

Shruti Ganesan

PRODUCT DESIGNER

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SUMMARY

With a Master's in Graphic Design & Digital Media and 8+ years of experience, I specialize in user-centered design across UX/UI, Visual, and Interaction design. As a systems thinker and end-to-end designer, I create impactful, scalable solutions that prioritize customers and drive business success. At Mailchimp, I designed Growth and Monetization experiences, and at Meta, I led product design solutions for Business Messaging, Commerce, and Advertising tools. Driven by curiosity for AI, I've integrated GenAI tools into my workflow to improve efficiency in user research and content ideation.

EXPERIENCE

Punchcut, a leading innovation agency for technology clients, San Francisco, CA — *Sr. Product Designer*

January 2022 – April 2025

- **Amazon Prime Video** (March 2025 – April 2025): Envisioned the future of Ads for a TV and mobile experience to make ads more interactive, relevant, and engaging.
- **Lenovo** (February 2025 – March 2025): Designed a voice-led on-device AI agent experience to automate daily workflows like account setup, task management (emails, meetings), and booking capabilities.
- **Netgear** (December 2023 – February 2024): Developed concept visions for networking hardware within connected homes, identifying new consumer opportunities using user research and emerging technologies. Utilized AI tools like ChatGPT for comparative analysis and FigJam AI for ideation.
- **USAA** (May 2023 – August 2023): Designed an intuitive budgeting tool to enhance customer financial experiences on mobile, leveraging research-driven insights to create actionable and personalized UX/UI solutions.
- **Meta** (January 2022 – January 2023)
 - Led product design initiatives for Meta's business messaging and commerce products across Messenger, [Facebook Services Booking](#), [Facebook Ads Manager](#), and Meta Business Suite.
 - Designed 0-1 experiences for new booking features and guided engineers for the Ads Manager tool prioritizing user needs and ensuring feasibility.
 - Partnered with cross-functional teams to design and test end-to-end flows, prototypes, and exploratory concepts in Figma, ensuring consistency across design systems on web and mobile.

Intuit Mailchimp, San Francisco, CA — *Product Designer*

February 2024 – July 2024

- [Optimized the cancellation page](#) through rapid A/B testing, reducing churn and saving ~\$20K/month in revenue.
- Awarded Q3 Growth Experimentation Award for highest-impact churn reduction web experiments.
- Conducted qualitative research to validate the value of an e-commerce user's paid plan and its impact on customer retention.
- Streamlined design-to-code collaboration with Engineering, accelerating development without compromising UX.
- Designed end-to-end monetization and GenAI discovery flows to assess user willingness to pay for AI features.
- Leveraged Intuit's GenAI tool to enhance research synthesis, user insights, and content iteration.

Dentacare Centre, Remote — *Sr. Visual/UX Designer*

February 2021 – November 2021

- Spearheaded and executed the rebranding and redesign of a dental website with strong collaboration with the

developer by implementing a new visual style and UX that enhanced the website's engagement

YouTube (Toaster, an award-winning creative agency), San Francisco, CA — *Mid-Sr. Visual Designer*

May 2018 – February 2021

- Art directed and designed creative assets for YouTube, including videos, websites, mobile UX/UI, GIFS, presentations, and digital campaigns for their global and local marketing
- Led a UX/UI refresh to improve the Search functionality for YouTube's Services Directory website by creating a design system, and scalable UX/UI solutions while closely working with the developer
- Streamlined UI components for the YouTube Ads vision experience resulting in a more cohesive interface
- Successfully helped the internal UX team at YouTube migrate from Sketch to Figma
- Enhanced project efficiency by streamlining client communication and collaboration with Project Managers.

Aqui Technologies LLC, San Francisco, CA — *UX/UI Designer*

March 2018 – April 2018

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

Imomom, Richmond, CA — *Digital Design Intern for a Luxury Kidswear Website*

July 2016 – February 2017

PERSONAL PROJECTS

GenAI Stylist App

August 2024 – February 2025

- Created a [GenAI Stylist app](#) for busy professionals featuring personalized outfit previews and an AI stylist chat assistant. Utilized Claude, UX Pilot AI, and Figma AI to accelerate research, design iteration, and content ideation

AI for Good Hackathon

March 2025

- Developed an AI grading tool for 826 Valencia, boosting tutor feedback speed by ~6X with human review. Leveraged Lovable, UX Pilot AI, and Figjam AI to accelerate design and front-end. Secured 3rd place.

EDUCATION

Academy of Art University, San Francisco, CA — *MFA Graphic Design & Digital Media*

July 2014 - September 2017

Heriot Watt University, Dubai, UAE — *BA Fashion Design*

September 2010 - May 2013

SKILLS

User-centered design, Visual design, UX and UI design, User testing, Product design, Interaction design, Responsive design, Art direction, Storyboarding, Presentation design, Web design, Mobile design, iOS and Android design, Design systems, User flows, Concept development, Personas, Wireframes, UX audits, Information architecture, Site map, User research, A/B Testing, Prototyping, Cross-functional collaboration, Product strategy, GenAI-assisted design

TOOLS

Figma, Figjam, Adobe Creative Cloud, UserTesting, Sketch, Wix, Google Suite, Gemini, JIRA, Confluence, FullStory, Optimizely, Amplitude, Copilot, ChatGPT, Claude