

# Shruti Ganesan

VISUAL & PRODUCT DESIGNER

## WORK EXPERIENCE

Sr. Visual Experience Designer and Product Designer

Punchcut, San Francisco, CA / Jan 2022–August 2023

- Built thoughtful visual solutions for a financial app to improve end-to-end customer experiences, and elevated designs based on user testing and research conducted in-house
- Crafted and lead product design solutions with ambiguous scope for the future of Meta's business messaging initiatives for customers and businesses, to improve outcomes based metrics
- Worked closely with content designers, engineers, researchers and managers at Meta to design and test E2E 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. Digital Designer

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

- Art directed and designed creative collateral for YouTube, including videos, websites, mobile UI/UX, GIFS, presentations, and visual systems for their global and local marketing
- Successfully helped the internal UX team at YouTube migrate from Sketch to Figma
- Lead client projects with a solution oriented mindset and improved efficiency of the creative process by closely working with PMs streamlining communication with the clients
- Planned team bonding activities like exercising at work and painting murals in the city
- Encouraged all creatives to attend design events and share their learnings
- Initiated efforts for Toaster to participate in San Francisco Design Week 2020

Visual Designer

Cancel Corona, Remote / April 2020–May 2020

- Lead 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

UI/UX Designer

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

Lead the UI/UX 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

## 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

## SKILLS

Figma, Visual design, UX/UI design, Product design, Interaction design, Localization, Branding, Art direction, Storyboarding, Presentation design, Social media, Sketch, Web design, iOS and Android design, Wireframes, Prototyping, Adobe Creative Cloud, InVision, Wix, G Suite

## LANGUAGES

English, Tamil, Basic Arabic

## VISA STATUS

Green card

## REFERENCES

Furnished upon request

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