

# Shruti Ganesan

UX / VISUAL DESIGNER

## WORK EXPERIENCE

Lead UX/Visual Designer (Volunteer)

Dentacare Centre, Remote / February–November 2021

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

Mid-Senior Digital Designer

Toaster, San Francisco, CA / May 2018–February 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
- Successfully helped the internal UX team at YouTube migrate from Sketch to Figma
- Lead client projects with a solution oriented mindset and presented the work to the clients
- Improved efficiency of the creative process by closely working with PMs which streamlined 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
- Convinced Toaster to participate in San Francisco Design Week 2020 to help the company gain new clients and grow in the design industry

Senior Visual Designer (Volunteer)

Cancel Corona, Remote / April–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

UX/UI Designer

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

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

## EDUCATION

IxD for Usability Course / August 2021

Interaction Design Foundation, Online

MFA Graphic Design & Digital Media / Fall 2017

Academy of Art University, San Francisco, CA

BA Fashion Design / Spring 2013

Heriot Watt University, Dubai, UAE

## TECHNICAL SKILLS

Adobe Creative Cloud, InVision, Sketch, Wix, Figma, G Suite

## EXTRA-CURRICULARS

Participant

Adobe Creative Jam, Remote / May 14–May 17, 2020

Designed a mobile app experience to support farmworkers during COVID-19 as part of the Chan Zuckerberg Initiative and Adobe competition

Member

OpenIDEO SF, San Francisco, CA / June 2019–September 2019

Ideated ways to address homelessness in the Bay Area using a human centred design approach

Assistant Coach

CoachArt, Oakland, CA / July 2016–July 2017

- Mentored kids with chronic illness by coaching them through art activities
- Helped the kids understand and participate in the design thinking process

Volunteer

AIGA, San Francisco, CA / April 2015–June 2017

## LANGUAGES

English, Tamil, Basic Arabic

## REFERENCES

Furnished upon request

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