

Shruti Ganesan

UX/UI PRODUCT DESIGNER

shrutiganesan.com
(415) 802-6213
shruti.ganesan93@gmail.com
[linkedin.com/in/shrutiganesan](https://www.linkedin.com/in/shrutiganesan)
Emeryville, CA

SUMMARY

With a Master's in Graphic Design & Digital Media and 7+ years of experience, I excel in crafting user-centered design solutions across diverse industries. As a conceptual and strategic designer, I strive to create impactful and scalable solutions focused in UX/UI, Visual and Interaction design, while keeping the user top of mind. This is exemplified by my work at Meta, where I led solutions for their business messaging and commerce initiatives, and at Mailchimp, where I designed growth and monetization experiences.

EXPERIENCE

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

February 2024 – July 2024

- Rapidly experimented and iterated on the cancellation page design resulting in an estimated total impact of \$20K savings per month on churned revenue.
- Won the Q3 Growth Experimentation Award with the team for the most number of experiments with the highest impact on churn reduction.
- Performed qualitative research on e-commerce user feedback to validate whether presenting campaign metrics on the cancellation page changes customer perception of the value of their paid plan.
- Organized recurring meetings with Engineering and Product teams to closely align and collaborate on design-to-code feasibility without comprising UX, resulting in faster development time.
- Designed end-to-end flows for monetization and discovery of GenAI features across the in-app experience to gauge a user's willingness to pay for them.

Netgear (Punchcut), San Francisco, CA — *Sr. Visual Product Designer*

December 2023 – February 2024

- Created concept visions for networking hardware using emerging technology within connected homes based on user research and unmet market needs to identify new consumer opportunities.

USAA (Punchcut), San Francisco, CA — *Sr. Visual Product Designer*

May 2023 – August 2023

- Built personalized and actionable UX/UI solutions for a budgeting tool to improve end-to-end customer experiences, and partnered with Researchers to elevate prototype designs based on user testing and research

Meta (Punchcut), San Francisco, CA — *Product Designer*

January 2022 – January 2023

- Crafted and led product design solutions with ambiguous scope for Meta's business messaging and commerce initiatives across Messenger, Facebook Services Booking, Facebook Ads Manager, and Meta Business Suite
- Guided the Ads team's engineers with UX perspectives prioritizing user needs and ensuring feasible designs
- Ensured consistency on a systems level between design systems, surfaces and design decisions to maintain a cohesive user experience
- Worked closely with content designers, engineers, researchers and managers at Meta to design and test end-to-end flows, prototypes and exploratory concepts for near and long-term efforts

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), San Francisco, CA — *Mid-Sr. Visual Designer*

May 2018 – February 2021

- Art directed and designed creative collateral 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 by creating a design system, and scalable 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

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*

December 2016 – February 2017

- Edited lookbook photos for a luxury kidswear website, contributing to enhanced product appeal and impactful social media graphics. Gained knowledge of fashion retail operations for an e-commerce startup

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, 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, AI-assisted design

TOOLS

Figma, Figjam, Adobe Creative Cloud, UserTesting, Sketch, Wix, Google Suite, Gemini, JIRA, Confluence, FullStory, Optimizely, Amplitude, Generative AI

LANGUAGES

English, Tamil, Basic Arabic