

GANESH KARTHIK SANKAR

PRODUCT DESIGNER and ACCESSIBILITY CONSULTANT

ABOUT ME

Product designer with a background in software engineering and **accessibility**. I bring significant experience in leading the end-to-end design of large-scale B2B and B2C products.

SUMMARY OF QUALIFICATIONS

- Product designer with **6 years** of experience, including 3 years leading the UX design of complex enterprise and mass market consumer applications.
- Extensive **multidomain** expertise, encompassing SaaS, banking and fintech, media and entertainment, ecommerce as well as government agencies.
- Proficient in **software development**, ensuring technical feasibility of designs and skilled in ensuring **ADA compliance** and **WCAG** adherence.
- Board Member** of SIGCHI – Puget Sound Region.

WORK EXPERIENCE

Sound Transit | Senior Product Designer

Jun 2023 – Present

Seattle, WA

- Led the end-to-end design of an enterprise application saving over **\$300k** by optimizing workforce allocation and reducing vendor application expenditures.
- Established the **foundational UX framework** to develop an inclusive payment experience for transit fares in readiness for the Seattle **FIFA World Cup 2026**
- Designed a generative AI based chatbot experience that effectively **reduced calls to customer service by 26%**.

Telescope Films | Senior UX Designer

Oct 2022 – Jun 2023

Seattle, WA

- Laid the foundation and architected the process for a personalized movie recommendation strategy which boosted subscriber count by **3.12%**.
- Established the UX strategy for providing the right balance of **AI recommended vs human curated content** for movie enthusiasts.

Bank of America | Product Designer II

May 2021 – Jul 2022

Charlotte, NC (remote)

- Organized an application-wide **UX overhaul** that helped improve the application performance metrics by **over 11.7%**.
- Crafted user stories, designed and developed features for a mission critical application used by **over 60000** bank support agents spread across **three countries**.
- Designed mock-ups, wireframes and task flows for a tier 1 consumer-facing application and ensured **AA accessibility compliance**.

Pegasystems | UI/UX Engineer

Jun 2018 – May 2021

Bangalore, India


- Led the design, research and product road mapping initiatives for several clients such as **Vodafone, Disney, Google LLC and Warner Bros. Discovery**.
- Contributed to the design and development of Pega's Cosmos **UX design Design system**.

 ganeshkarthikportfolio.com

 ganeshkarthik913@gmail.com

 Seattle, WA

 www.linkedin.com/in/gk913

 (206) 387-9126

EDUCATION

MS Human Centred Design and engineering

University of Washington, Seattle

BE Electrical and Electronics engineering

Anna University, Chennai

DESIGN SKILLS

- Wireframes and Mockups
- Visual design
- Sketching & Storyboarding
- Information Architecture
- Data Visualization
- Prototyping
- User Journey Mapping

RESEARCH SKILLS

- Eye Tracking
- Personas & User Stories
- Ethnographic Studies
- Surveys
- User Interviews
- A/B Testing
- Competitive analysis
- Observational studies
- Statistical Modelling

TOOLS

- Design: Figma | Sketch | Illustrator | Adobe XD | Uxpin | Zeplin
- AR/VR: Unity | Unreal Engine | 8th Wall Web AR
- Accessibility: JAWS | NVDA | VoiceOver | WAVE | Pa11y
- Web development: HTML 5 | CSS3 | JavaScript | Core Java
- Collaboration: Miro | Figjam
- Database: Oracle | PostgreSQL
- Project Management: JIRA | GitHub | Microsoft planner