

GANESH KARTHIK

UI/UX DESIGNER and SOFTWARE ENGINEER

ABOUT ME

Software engineer turned product designer with a strong understanding of accessibility and WCAG standards. I strive to create user centric experiences that are engaging, inclusive and technically sound.

WORK EXPERIENCE

BANK OF AMERICA | SENIOR SOFTWARE ENGINEER

[with a focus on **UX DESIGN** and **ACCESSIBILITY**]

May 2021 – July 2022

- Co-organised an application-wide UX overhaul that helped improve application performance metrics by over 70%.
- Wrote user stories, designed and developed Application features used by over 60000 bank support agents spread across three countries.
- Expertise in accessibility testing/consulting. Ensured, the application is ADA compliant and adheres to WCAG accessibility guidelines.
- Designed and developed an account/customer search experience based on VISA DPS which handles 74% of US VISA transactions.

PEGASYSTEMS | SOFTWARE SOLUTIONS ENGINEER

[with a focus on **UI SOLUTIONS** and **LOCALIZATION**]

July 2018 – May 2021

- Strengthened Pegasystem's Cosmos UX design library to ensure the responsiveness, accessibility and localizability of various UX / UI elements across different web/mobile layouts and resolutions.
- Managed over 15 cross-cultural projects whilst collaborating with clients for application localization, redefining project requirements and UX strategizing.

TELESCOPE FILMS | UX DESIGNER

Dec 2022 – Present

- Improved the customer onboarding and signup experience.
- Created a design system for the organization's web and mobile versions.

EDUCATION

UNIVERSITY OF WASHINGTON

Seattle, WA, USA | September 2022 - June 2024

Ms Human Centred Design and Engineering | GPA: 4

ANNA UNIVERSITY

Chennai, TN, India | July 2014- August 2018

BEng Electrical and Electronics | GPA: 3.3

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UX DESIGN SKILLS

- User Research
- Personas & User Stories
- Data Visualization
- Information Architecture
- Sketching & Storyboarding
- Wireframing & Visual design
- Prototyping
- Usability Testing

TECHNICAL EXPERIENCE

- Design Tools: Adobe Suite | Figma | UxpIn
- Technologies: Java | Kafka | HTML 5 | CSS3 | JavaScript | SQL
- Web Services: SOAP | REST
- Database: Oracle | PostgreSQL
- Project Management: JIRA

VOLUNTEERING

- Organized virtual volunteering programs in Bank of America aimed at teaching programming to underserved communities.
- Worked with Rural Indian farmers to develop affordable irrigation systems in association with Texas Instruments.

EXTRACURRICULARS

- Co-organised a Design Jam for Civics aimed at solidifying the presence of small Retail stores in Seattle. Received a mini grant for the same from University of Washington.
- Leading a Directed Research Group focussed on synthesizing current trends in accessibility research.