

RAMKUMAR GANESH

Sr. Product Designer

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I'm a passionate UX leader with 10+ years of experience driving user-centered design across all stages of the product development lifecycle. I excel at building high-performing teams, fostering a culture of user empathy, and translating design thinking into impactful digital experiences.

Specialities

- Guiding the UX vision, lead user research initiatives, and champion user-centricity across the organization.
- Deliver user-centered design artifacts including personas, user journeys, prototypes, and high-fidelity mockups.
- leveraging user research and analytics to inform design decisions and measure the impact of UX efforts.

PROFESSIONAL SKILLS

UX Leadership

- UX Program Development
- UX Mentorship
- UX Evangelism
- Lean UX, Agile

User Research

- Requirements Gathering
- Personas, Journey Maps
- Service Blueprint
- Storyboarding
- Usability Testing
- Heuristic Evaluation (Review)
- Card Sorting, Surveys
- Qualitative analysis
- Quantitative analysis
- ROI Analysis

User-Centered Design

- End-to-End Customer Experiences
- Gamification

EXPERIENCE

Sr. Product Designer

TOYOTA CONNECTED - from Feb 2021 to Present

- ★ Managing end-to-end customer experience of the groundbreaking **Toyota i-Connect App** which has 22+ features aimed at enhancing the driving experience for Toyota vehicle owners.
- ★ Led a cross-functional team through all stages of the **product lifecycle - conceptualization, research, design, and implementation**. Championed **user-centered design principles**, resulting in a **360% increase in app users** and a significantly enhanced driving experience for Toyota owners.
- ★ Collaborating with **global teams** to ensure alignment with **brand standards** while **customizing features** to meet the **unique needs** of the Regional market. Orchestrated the **prototypes** and a **comprehensive style guide**, meticulously crafting every detail to reflect Toyota's commitment to excellence.
- ★ The first successful **app launch** in March 2022 and several other every 3 / 6 months stands as a testament to **strategic vision, design expertise**, and ability to deliver **impactful products** that exceed expectations.
- ★ Contributing to the **design strategy** and ideation for **INFleet**, a critical **B2B SaaS product**. Leading the design overhaul of the **INFLEET**, resulting in a more user-friendly and intuitive experience.

UX Designer

WALL STREET ENGLISH - from Sep 2018 to Feb 2021, 2.5Yrs

- ★ Led the **design and implementation** of digital solutions to enhance the **learning experience** for students, teachers, and the **Course LMS platform**.
- ★ Championed **user research** to inform design decisions, ensuring **usability principles** were embedded throughout the **LMS development lifecycle**.

User-Centered Design

- Content-Focused Web Interfaces
- Rapid Prototyping
- Out-of-Box Experience
- Digital Wellness
- Complex Web Applications
- Mobile Interactions
- Wireframes, Sitemaps
- Information Architecture,
- UI Design Pattern Library Construction

Tools

- Figma
- Sketch
- Invision
- Framer
- Jira, Confluence
- Google Analytics
- Firebase analytics
- Adobe creative suite
- Usertesting.com (tool)

CERTIFICATIONS

- Human-Computer Interaction (HCI) for AI Systems Design
- IDF Course: UX Management: Strategy and Tactics
- IDF Course: Conducting Usability Testing

UX Designer

WALL STREET ENGLISH - from Sep 2018 to Feb 2021, 2.5Yrs

- ★ Supported in establishing a scalable design system, promoting design consistency and streamlining future product development.
- ★ Played a key role in course content improvement, learning experience redesign, and the creation of an immersive digital classroom experience that fostered student engagement.
- ★ Contributed to product ideation across all stages, from small feature enhancements to core product development strategies.

UX Designer

SPI-GLOBAL - from Apr 2017 to Aug 2018, 1.5Yrs

- ★ Worked closely with business groups, analysts, product management, & development teams to align designs with multi-disciplinary products and business strategy.
- ★ Created wireframes, prototypes, 2D Animations, Design Mockups for games, websites and product based applications.

Media Developer

DEXLER - from Apr 2014 to Mar 2017, 3Yrs

- ★ Designed E-Learning courses and web apps for multilingual projects. Recreated PPT slides, Animate, and synchronize them with the given audio in Animate CC.

Web / Graphic Designer

FREELANCER - from Apr 2013 to Mar 2014, 1Yrs

- ★ Designed user interfaces, sitemaps, wireframes and prototypes. Quickly come up with insightful workflows and simple solutions to complex interaction design problems.

Graphic Designer

LASERWORDS - from Jun 2011 to Mar 2012, 1Yrs

- ★ Worked in an E-Learning blended learning application design. E-commerce solutions and online games for both the customer and business facing side for desktop, tablet and mobile devices.

EDUCATION

Diploma in Electronics and Communication Engineering

Apr 2005 to May 2008

Sri sai ram polytechnic college