

Balasubramanyam 'BALA' Ganapathi

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UX professional with over 6 years of experience in designing and prototyping User Interfaces for a variety of form factors and devices. Looking for full time Interaction and UX Design positions.

EDUCATION

Georgia Institute of Technology

Aug 2011 – May 2013

Masters in Human-Computer Interaction (GPA - 3.86)

Anna University, India

July 2001 – May 2005

Bachelors in Electrical and Electronics Engineering

SKILLS

Design

Wireframes, Low/High Fidelity Mockups, Prototypes, Storyboards, Flow Diagrams

Research and Testing

Requirements Analysis, Task Analysis, Personas, Surveys, Interviews, Cognitive Walkthroughs, User Testing.

Programming

C#/.net Technologies (Proficient), HTML5, CSS3, JS, JQuery, Objective C, SQL, Unity3D (Intermediate) PHP, Java (Beginner level)

Tools

Photoshop, Illustrator, After Effects, Balsamiq, Axure, Visio, Basics of 3D Studio Max

WORK EXPERIENCE

Interaction Design Consultant – Veeva Systems – Life Sciences

January 2014 – Present

Currently working with Veeva Systems inc. as an interaction design consultant, helping them with designs for upcoming features in their Enterprise SaaS document management system called Vault. I liaison with Product Managers to get user scenarios and stories to deliver detailed wireframes that cover all user interactions with the system.

Functional Analyst – iSoft plc. - Healthcare and Hospital Management

October 2005 – June 2008

For 2.6 years, I worked at iSoft in the User Experience team, designing modules for their flagship Healthcare product – LORENZO. Typical tasks were liasoning with Domain Experts, requirements gathering, wireframe design, prototyping and UI standards maintenance and revisions.

Senior UI Designer – Bally Gaming Inc. - Casinos and Gaming

June 2008 – June 2011

For 3 years, I worked at Bally Gaming Inc.'s User Interface team, designing and prototyping UIs for Casino management systems and player engagement software. My major responsibilities included requirements analysis, wireframe design, prototyping and UI engineering for a variety of form factors ranging from Kiosks, to Plasma displays and mobile devices.

NOTABLE ACADEMIC PROJECTS

Universal Threshold Objects for Interactive Television Experiences

Aug 2012 – May 2013

Designing and User Testing a tangible device that lets viewers interact with the narrative of a TV show. This was my Masters thesis at Georgia tech, and I was involved in every stage of the design process, as well as leading development, iteration and User testing for the project.

Usability of Amazon for Older Adults

Aug 2011 – December 2011

Evaluated the usability and accessibility of Amazon for adults over the age of 65, conducting focus group interviews, surveys and heuristic evaluation of accessibility and usability features.