Tharika Ganesh

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Portfolio: **tharikaganesh.com** | **LinkedIn**

Creative UX Designer with 5+ years of experience crafting intuitive, impactful designs for complex web and mobile apps. My approach integrates user insights with strategic design to enhance experiences and drive business results across B2B, B2C, and SaaS platforms.

SKILLS

- **Design:** Prototyping, Wireframing, Design System, Responsive Design, Illustration, User Research, Information Architecture, User Journey Mapping, Competitive Analysis, Usability Testing, A/B Testing
- **Tools:** Figma, Adobe Creative Suite (Photoshop, Illustrator, XD), Axure, Lucid Charts, JIRA, Mailchimp
- **Development:** HTML5, CSS3, JavaScript, WordPress, Agile

PROFESSIONAL EXPERIENCE

UX Designer, Brightly, New York, NY   *(Jun 2021 - Aug 2024)*

- Crafted high-fidelity prototypes and user-centered visual designs that aligned with business goals across diverse industries such as healthcare, fintech, and staffing, leveraging in-depth user research and competitor analysis to drive positive business outcomes.
- Led end-to-end design projects for web and mobile applications, optimizing workflows for seamless user experiences and cross-team collaboration to transform initial concepts into fully-realized products through iterative design processes and innovative solutions, resulting in significant market impact.
- Conducted user testing, usability studies, and discovery workshops to identify areas of friction and gather insights, leading to a 35% reduction in customer support calls and significant improvements in user satisfaction for a B2B service.
- Spearheaded the design and development of internal marketing materials, ensuring brand consistency while enhancing user engagement and brand visibility. Oversaw the entire process from concept to execution, incorporating SEO best practices and accessibility standards.
- Advocated for user experience best practices, contributing to overall product strategy, fostering a user-first mindset, and implementing scalable design patterns that could adapt across industries for greater efficiency and long-term success.

UI Developer, CloudData Technology LLC, New York, NY   *(Jun 2020 - Jun 2021)*

- Conducted data-driven research and iterated on design concepts, creating intuitive user interfaces that significantly enhanced customer engagement by 15%.
- Designed and implemented a cohesive design system across all digital products, reducing development time and ensuring consistent brand identity.

UX/UI Design Apprentice, OffrBox INC, New York, NY   *(Aug 2019 - May 2020)*

- Identified user experience challenges and developed design solutions that strategically aligned with business goals, enhancing both usability and performance.
- Designed B2C web application with a user-centered approach, incorporating market analysis, customer feedback, and web analytics data to drive product success.

Graduate Teaching Assistant, University of North Carolina, Charlotte   *(Aug 2018 - May 2019)*

- Instructed a class of 60 students on advanced database concepts, designing course activities, assignments, and discussion forums, while supervising exams and grading performance.

EDUCATION

Masters in Human Centered Interaction Design, Harrisburg University, Harrisburg   *(May 2022 - Aug 2024)*

Masters in Information Technology, University of North Carolina, Charlotte   *(Aug 2017 - May 2019)*

Bachelors in Information Technology, Anna University, Chennai   *(Aug 2017 - May 2019)*