

GANESH KARTHIK SANKAR

SENIOR PRODUCT DESIGNER & ACCESSIBILITY CONSULTANT

ABOUT ME

Senior Product designer with a background in software engineering and **accessibility**. I bring significant experience in leading end-to-end design of large-scale B2B and B2C digital products across mobile, web, TV and automotive interfaces.

SUMMARY OF QUALIFICATIONS

- Product designer with over **8 years** of experience, leading the UX design and research of mass market consumer and large-scale enterprise applications.
- Scaled design from **0 to 1 as a founding designer** in **three organizations**.
- Extensive **multidomain** expertise, encompassing AI, SaaS, banking and fintech, telecommunication, media and entertainment, as well as ecommerce.
- Proficient in **software development**, ensuring technical feasibility of designs and skilled in ensuring **ADA compliance** and **WCAG** adherence.
- Board Member 2023 - 24** of SIGCHI – Puget Sound Region.

WORK EXPERIENCE

Qualcomm, Inc. | Senior UX Designer

Mar 2024 – Present

San Diego, CA

- Served as the **Founding UX designer** for Qualcomm's Software Analytics and Global Automation team, **leading all UX initiatives** and defining the **design vision and strategy** for the team's **global** tools ecosystem impacting **2 million+** users.
- Led UX design and research** for **7 high-impact** enterprise and consumer projects, driving user-centred solutions from concept to deployment.
- Reduced user bounce rates by **23.72%** through strategic UX overhauls for Qualcomm's virtual device farm - [Qualcomm Device Cloud](#) and **increased user sign ups** by **13.8%**.
- Mentoring technical leads, project managers, and developers**, embedding human-centred design principles into their workflows to enhance product outcomes.
- Pioneered an **evidence-driven design approach**, integrating **data analytics** and robust **user research methodologies** into product development, elevating design practices across the business vertical.
- Founding member of Qualcomm's Accessibility Task Force**, co-leading the design of a comprehensive accessibility checklist used by **35k employees**.
- Collaborated cross-functionally with **marketing, legal, and product leadership** to define **strategic marketing initiatives** and shape **product roadmaps**, ensuring alignment with business goals and user needs.
- Reduced user bounce rates by **3.07%** for [Qualcomm's software download center](#)
- Designed and established **multiple product-specific component libraries** in Figma Used by **4+ business verticals**.

Sound Transit | Founding Product Designer

Jun 2023 – Mar 2024

Seattle, WA

- Led the end-to-end design** of an enterprise application saving over **\$18 Million** by optimizing workforce allocation and reducing vendor application expenditures.


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 Seattle, Washington

EDUCATION

MS Human Centred Design and engineering

University of Washington, Seattle
Sept 2022 – Jun 2024

BE Electrical and Electronics engineering

Anna University, Chennai
Jul 2014 – Aug 2018

UX DESIGN SKILLS

- Interaction design
- Wireframing
- Design Systems
- Information Architecture
- Data Visualization
- Visual design
- Prototyping
- User Journey Mapping

UX RESEARCH SKILLS

- Usability Studies
- User Interviews
- Data Analytics
- Surveys
- Personas & User Stories
- A/B Testing
- Competitive analysis
- Diary Studies
- Heuristic Evaluation
- Observational studies
- Statistical Modelling

PRODUCT

- Product Strategy
- Marketing
- Product Branding
- Roadmap development
- Market research and analysis
- Agile and Scrum Frameworks

- **Founding UX designer at Sound Transit**, establishing the **design discipline from the ground up**, leading strategic initiatives such as **mentoring product managers on user-centred design principles** and creating a foundation for user-centric innovation across the organization.
- Established the **foundational UX framework** to develop an inclusive payment experience for transit fares in readiness for the Seattle **FIFA World Cup 2026**.
- **Established Sound Transit's first enterprise UI library**, standardizing and unifying the look and feel of **multiple enterprise applications and data dashboards** to improve consistency and user experience across platforms.
- Designed a generative AI based chatbot experience that effectively **reduced calls to customer service by 26%**.

Bank of America | Product Designer II

May 2021 – July 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 customer support 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 complaints tracking application and ensured **AA accessibility compliance**.

Pegasystems | UI/UX Engineer

Jun 2018 – May 2021

Bangalore, India

- Strengthened Pegasystems's Cosmos UX design system to ensure the responsiveness, accessibility and localizability of various UX/UI elements across different **web/mobile layouts and resolutions**.

CONSULTING

iHeartRadio | UX Designer

Jan 2023 – May 2024

Seattle, WA

- Led a team consisting of 4 consultants to design iHeartRadio's **first AI powered personalization features** impacting **4 million paid subscribers**.
- Developed the design **strategy for recommender systems** at I heart radio in collaboration with the machine learning team.

University of Washington | UX Designer

Jun 2023 – Sept 2023

Seattle, WA

- Designed features for the student course registration portal impacting **40,000 students**.
- Led component design for the University's first design system. This included designing and documenting the first components and creating documentation templates for larger team use.

TOOLS

- Design Tools :
 - Adobe creative Suite
 - Figma
 - Sketch
- Web development :
 - JavaScript
 - HTML5
 - CSS3
- Web Services :
 - SOAP
 - REST
- Databases:
 - Oracle
 - PostgreSQL
- Project Management:
 - JIRA
 - GitHub Project Management
- Web Accessibility testing tools :
 - WAVE
 - Lighthouse
- Screen Reader :
 - JAWS
 - NVDA
- ADA Compliance

COMMUNITY EXPERIENCE

SIGCHI | Board Member

Mar 2023 – Mar 2024, Seattle

- Organized and coordinated Speaker events across multiple locations in Washington.
- Led strategic partnerships with Universities to drive membership growth.

Univ. of Washington | HCI Liaison

Sept 2023 – present, Seattle

- Co-organized a design jam Focussed on civic engagement
- Mentorship of HCI students including career planning.