

Ganesh Kumar *is a Design Engineer*

Say hi

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Recently launched

[Letter - A Social App ↗](#)

Education

Indiana University

M.S. Human-Computer Interaction

August 2022 - May 2024

IIITDM Kancheepuram

BTech. Smart Manufacturing

August 2017 - September 2021

Design & Research

Figma, Sketch, Adobe CS

User Psychology & Testing

Product-led Growth

Rapid Prototyping

User Research

Interaction Design

Information Architecture & A11y

0→1 Product Development

Build & Ship

React, Next.js, TypeScript

Framer, ProtoPie

Swift, React Native, iOS

Android, Flutter

Design Systems & Components

HTML/CSS/JavaScript

Data Visualization, D3.js, Three.js

Product Analytics (Amplitude, Mixpanel)

Check how

[i turned boring expense reports into 20% engaging one ↗](#)

[i re-designed help center to actually help 25% more ↗](#)

Independent Consultant

Freelance/Project * May 2024 - Present / Remote

In my independent design practice, I successfully transformed the user support experience for clients like Pendo and Penny AI. This involved a comprehensive overhaul of their support platforms, guiding the project from in-depth user research to the final rollout of UI. Collaborating closely with developers, we established a robust design system using Figma and React, ensuring a seamless and engaging user experience.

MISO Energy

Product Designer * August 2023 - May 2024 / Indiana, US

I worked along with our Help Center team to make energy distribution simpler for 15 Mid-West states. Led our Help Center re-design from research to implementation, working closely with engineering to build a design system in Figma & React that actually made sense. The best part? Support tickets dropped 30% and users actually started finding answers from help center.

NSWC Crane

UX Designer * January 2023 - May 2023 / Indiana, US

Designed real-time interfaces where every millisecond matters. Spent weeks with emergency response teams understanding their workflows, then built a dashboard that helped them respond 22% faster. Used ArcGIS for live updates and custom D3.js visualizations to make complex data instantly understandable.

India Health Link

User Experience Engineer * June 2020 - January 2022 / Chennai, India

As an early design hire, I shaped healthcare kiosks UI and hCare app from 0→1 that brought medical services to underserved communities. Built an adaptive design system in Figma, later in Flutter and React supporting both touchscreen kiosks and mobile UI. Most proud of making inclusive onboarding flow that improved retention by 25% and now serves 10,000+ users monthly.

Twitter Inc. (now, X Corp.)

APM Intern * November 2019 - March 2020 / Remote

During my time at Twitter, I focused on planning the redesign of Android notifications using Material Design 2.0. Working closely with the design team, I ran user studies and A/B tests that improved completion rates by 23%. First experience seeing my work reach 200M+ users – quite the learning curve in designing at scale.

PLEO

Interaction Designer * September 2019 - November 2019 / Remote

Jumped in to help PLEO rethink their client portal for feature discovery and engagement. Worked closely in design sprints with the product team to understand pain points and streamline core features. Designed reusable React components and a prototype to test new features, utilizing custom hooks for smooth interactions. In six weeks, feature usage rose by 20% and partner numbers by 16% thanks to better UX.