

THANIGAIVEL GANESAN

User Experience Designer

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More than **13 years of experience** in User Experience Design, bringing usable designs that created **Trust, Emotional understanding and Persuasion** factors to start-up and high-growth companies.

EXPERIENCE

FIREEYE CYBERSECURITY / Senior Staff - Human Factors / March 2014 – Present

- Governs the UX strategy for cloud based enterprise email security product (Enterprise SaaS product)
- Have extensive experience on defining UX for enterprise and consumer products
- Participates in the strategic planning process of all cloud products
- Lead a team of elite UX / UI designers working in-office and remote
- Drives world-class development quality by keeping high standards for design reviews
- Owns the resource strategy and planning for UX in India
- Conducts customer-advisory boards to perform controlled user-testing exercises

MCAFFEE / Lead, Experience Designer / May 2012 – February 2014

- Created UX framework for Anti-Theft, Online Child Protection, SafeKey and Stinger
- Led innovations from India in all aspects of creative development (Personal Content Manager and Intel Smart Watch)
- Collaborated with Product Managers, Front-end Developers, and Designers
- Conducted user testing to evaluate the design decisions
- Prototyping the experience and working closely with development teams to understand technical constraints
- Have led a team of interaction and visual designers

COGNIZANT TECHNOLOGY SOLUTIONS / Sr. Interaction Designer / March 2004 – May 2012

- Created seamless UX framework for mobile, enterprise web and desktop platforms
- Designed usable interfaces for eBay, Orange, Lloyds Bank, JP Morgan, Discover, and more
- Participated in all the phases of the UX design process, from idea creation through mockups and final delivery
- Collaborated with product managers, engineering, design managers and visual designers to implement designs
- Leveraged Photoshop, Flash, and HTML/CSS/JS to create websites from the ground up

PORTFOLIO

www.aadhi.com/thani80

COMPETENCIES

Interaction design, visual design, wire-framing, creating low and high fidelity prototypes, HTML5 and CSS3

PROGRAMS

Adobe creative suite cs6 (primarily Photoshop, fireworks and illustrator); Dreamweaver for HTML & CSS. MS Office, Axure, MS Expression Blend SketchFlow for wireframes and more

EDUCATION

Master of Science (Psychology)
University of Madras
Master of Computer Applications
Bharathidasan University
Bachelors of Science (Physics)
University of Madras

RECOMMENDATIONS

www.linkedin.com/in/thani80