

Ganesh Rajavelu Balasubramanian

Oswego, NY (Willing to Relocate)

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Education

State University of New York at Oswego

Master of Arts (Human Computer Interaction)

Oswego, NY

August 2022 - August 2024

Member of The Honor Society of Phi Kappa Phi (2024)

St. Joseph's Institute of Technology

Bachelor of Engineering (Electronics & Communication Engineering)

Chennai, India

July 2014 - November 2018

Team Leadership

HCI Software Design Course (Team Lead)

Engine Team Lead:

- Led engine team, organizing tasks and managing progress
- Coordinated team efforts to achieve project goals
- Coordinated with other teams, mainly with Front-End team

Usability Team Member:

- Conducted user task flow analysis (Used Miro & Figma) for improved interface design and worked on User personas
- Conducted Initial test on Figma Prototypes
- Performed usability testing (On Final Product) to enhance user experience

Human-Computer Interaction Organization (Secretary)

Meeting Notes:

- Documented meeting discussions and decisions
- Maintained accurate records of organization activities

Email Communication:

- Sent weekly event updates (via MailChimp) and tech news to members
- Ensured timely and informative communication for members

Skills

UX/UI
HTML5
CSS
Digital Marketing
Customer Support
Podcast Editing
Video Editing
Image Editing
Web design & Development

Certification

UX design (Google)
Introduction to Front-End Development (Meta)
Digital Marketing, ACTE.
Web Design & Development, ACTE.
Understanding Smart Objects in Adobe Photoshop (Coursera)
Digital Product & Web Page (Coursera).

Experience

CELT Graduate Assistant, SUNY Oswego

Oswego, NY

From August 2023 to May 2024

Podcast Editing

- Edit episodes for the "Tea For Teaching" podcast
- Ensure high-quality audio and content flow

Additional Responsibilities

- Manage mailing lists and communications
- Utilize AI for transcription tasks
- Complete other assignments as directed by the supervisor

Campus Recreation, SUNY Oswego (Desk Attendant)

Oswego, NY

From May 2023 to August 2023

- Managed check-in and check-out procedures for facility access
- Ensured proper registration of IDs in the system
- Designed tickets for the ski-shop
- Responsible for daily handling of monetary transactions.

CTS, SUNY Oswego (Student Assistant)

Oswego, NY

From January 2023 to May 2023

- Managed projector operations and microphone storage.
- Checked battery levels and powered down projectors using fusion software.
- Verified class schedules in EMS system.
- Provided general assistance to students and faculty.

Amazon Development Center (Selling Partner Support Associate)

Chennai, India

From March 2022 - August 2022

- Empathize and troubleshooted seller issues and system problems
- Improved processes and created internal documentation
- Fostered a collaborative team environment
- Demonstrated strong written and oral communication

Freelance (UX & Web designer/Digital Marketer)

Chennai, India

November 2020 - December 2021

- Designed website
- Created logo
- Executed digital marketing strategies
- Presented design ideas based on client's needs

Amazon Development Center (ML Data Associate)

Chennai, India

From July 2019 - February 2020

- Collected and reported accurate ground truth data for product development (AI)
- Communicated failures, adhered to quality standards

