

SHASHANK BALAJI

Engineer turned UX / Product Designer. Aspring Product Manager

MDes - Interaction design - NID

| Stanford Igniter

| BTech - Electronics - NIT

Personal Statement I love building products to make people's lives better. I enjoy doing user research, discovering product-market fit and designing intuitive, clean and persuasive Interactions between humans and computers.

I specialise in Digital Product / UX design (design research, prototyping, information architecture, interaction design, ui design, design systems, user testing).

I follow Lean product, Human centered design and Goal directed design processes. I am intrigued by human nature, behaviour and motivation.

Tools Sketch, Illustrator, Indesign, Invision, After Effects, Excel, Asana, Keynote

Prototype - HTML, CSS, JS, Bootstrap, Framer, Unity 3D, Processing, Arduino, C, C++

Website www.shashankdesign.xyz

2017 - now **Product Designer / Manager** at ClassKlap, a B2B K12 Education startup

I own the customer facing apps, namely, the Teacher app (native, Android, tablet) and School web app. As we evolve our product, I focus on users' JTBD, wants and motivation and on getting the apps right. Iterated the teacher app from v1 to current v3. Designed the school app from scratch. Taught science to grade 3 and have been part of multiple school pilots and design sprints. Responsibilities - Product Design, writing Job Stories, doing UAT, supporting product Launches.
<http://shashankdesign.xyz/portfolio/TeacherAndSchool.html> ; Password shall be shared upon request.

2016 **UX / UI Designer** at Grow, an early stage B2C Health startup

Designed the desktop web app for Nutritionists and Managers from scratch. Responsibilities - User research, Interaction design, User testing and Visual design.
http://shashankdesign.xyz/portfolio/Grow_webapp.html ; Password shall be shared upon request.

Ω VR, AR, ML/AI personal projects and learning

2014-17 UX Design consultant designed Android, iOS apps for startups

2014-2016 **M.Des - Interaction Design** from National Institute of Design

2015 **Stanford Ignite** course on intra and entre-preneurship

2015 - now Frontend coding of personal website

2011-2014 Design Engineer - AMD pre-silicon microprocessor test-planning

2010-2011 Software Engineer car IVI UI development ; was onsite in Japan

2006- 2010 **B.Tech - Electronics & Comm.** from National Institute of Technology

Awards Top 6 Finalist in Honeywell Aerochallenge for consecutive years - 2015, 2016