

SHASHANK BALAJI

www.shashankdesign.xyz/wrk

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Personal Statement

I am passionate about **Product Design**, specifically **Interaction Design** and **User Research**, for Digital products.

I follow **Lean UX** (Research > Design > Prototype > Test), **Human Centered Design**, Goal Oriented Design and Emotive Design.

I have a background in hardware and software Engineering. I am interested in upcoming technologies like ML, AI and fields like Education and Healthcare.

Design Skills

Interaction Design (for **Web, Mobile, VR, AR, Chatbots**),
User Experience Design, User Research, User Interface Design

Tools

Sketch app, **Illustrator**, Photoshop, Indesign, Balsamiq
Keynote, **Marvel app, Invision, Framer.js**, After Effects
Unity, Processing, Arduino
C++, **html**, **css**, **JS**, **jQuery**, **Bootstrap**

2017 - now

Product Designer / Manager at IMAX, a K12 educational startup

2017

Interaction Design for **VR, AR**

2016

UX / UI Designer at Grow, an early stage startup

2014-17

UX / Product Design consultant Helped startups go from 0 to 1

2014-2016

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

2015

Stanford Ignite course on intra and entre-preneurship

2011-2014

Design Engineer - AMD pre-silicon microprocessor test-planning

2010-2011

Software Engineer - Bosch car IVI UI development | onsite in Japan

2006- 2010

B.Tech - Electronics from National Institute of Technology

Awards

Top 6 Finalist, "Flight deck of future", Honeywell Aerochallenge 2015

Top 6 Finalist, "Flight planning of future", Honeywell Aerochallenge 2016

Community

Member of Design Day, DataKind, GeoBlr, IoT Bangalore, Startup Weekend

Connect

www.linkedin.com/in/shashankbalaji

Portfolio

www.shashankdesign.xyz/wrk