

# SHASHANK BALAJI

Product guy | Interaction, UX designer from NID | Stanford Igniter | NIT

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## Personal Statement

I am passionate about making people's lives better through design.

I specialise in **digital product/ux design**

(design research, interaction design, ui design, user testing).

I follow **lean product**, human centred design & goal directed design processes.

I am intrigued by human nature, behaviour and motivation.

I enjoy working on new product ideas.

## Design Skills

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

## Tools

Sketch, Illustrator, Indesign, Photoshop, Balsamiq

Invision, Marvel app, Framer, After Effects, Keynote

Unity 3D, Processing, Arduino

C, C++, HTML, CSS, JS, jQ, Bootstrap

2017 - now

Product Designer / Manager

Teacher app, School web app & Parent app  
at ClassKlap, a K8 education startup

2017

Interaction Design for VR, AR

personal projects

2016

UX / UI Designer

web apps for Nutritionists and Managers  
at Grow, an early stage health 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