

# SHASHANK BALAJI

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## Personal Statement

I am passionate about **UX design for Digital Products**

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

My background in hardware and software Engineering and Business enables me to create designs that balance user experience, technical capability and business viability.

## Design Skills

**Interaction Design** (for **Web, Mobile, VR, AR** ),

**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, jQ, Bootstrap

2017 **Interaction, UX Design for VR | AR**

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

2014-17 **UX/Product Design consultant** Helping startups go from 0 to 1

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

2015 Stanford Ignite course on intra- and entrepreneurship

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](http://www.linkedin.com/in/shashankbalaji)

## Portfolio

[www.shashankdesign.xyz](http://www.shashankdesign.xyz)