

Arjun Balaganesh

Product Designer

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US citizen | Available Immediately | Open to Relocate

Designing user experiences from 0-1 (concept to launch), that make complex, high-stakes systems feel simple enough to trust.

Education

Georgia Institute of Technology

08/2024 - 05/2026

Masters in Industrial Design - GPA: 3.89/4.0

Interactive Product Design, Human Centered Design, Interface Prototyping, Service Design & Brand, GTA for ID (1101) and (1401)

Srishti Institute of Art, Design and Technology

06/2019 - 06/2023

Bachelor of Design (Industrial Design) - CGPA: 8.58/10

Received Excellence in Design Certificate for Thesis project during undergraduate and presented at the World Design Protopolis.

Experience

Product Designer - Delta Airlines, Atlanta – ([view project](#))

01/2026 – 05/2026

- Designed a connected passenger experience spanning, passenger mobile app, crew app, and in-flight entertainment, for Delta's upcoming AI Concierge platform, working across iOS and Android to close the information gap between passengers and crew in real time.
- Partnered with product and engineering to translate passenger behavior into interaction flows, journey maps, and high-fidelity prototypes, presenting final direction to senior leadership including Patricia Moore, pioneer of Universal Design.
- Used Figma Make and Claude to prototype and test multiple design directions quickly, extending a scalable Figma design system ensuring consistent UI across every surface and touchpoint.

Founding Product + Visual Designer – CuesHub, Atlanta - ([view project](#))

06/2025 – 12/2025

- Redesigned the core product by turning complex wellness data into a clear, intuitive dashboard and rebuilt the onboarding flow to strengthen customer retention. Drove end-to-end design through usability studies, A/B testing, and high-fidelity systems; resulting in a 30% lift in activation and a meaningful boost in Day-7 user retention.
- Increased customer downloads by redesigning the customer-facing website, delivering high-fidelity landing pages and narrative-led, conversion-optimized marketing surfaces that boosted product credibility.
- Built and shipped a scalable Figma design system—components, variants, auto-layout, adopted across product, marketing, and engineering as part of a full visual system overhaul that increased brand trust by 40%. Strengthened design strategy by translating complex wellness data into clear actionable insights and visuals for users.

Product Designer – AMTDC (Advanced Manufacturing Development Centre), IIT Madras, Chennai

1/2024 - 06/2024

- Led full-cycle product design for KITE, a government platform under real regulatory constraints, improving sign-up conversion 25% through user research, information architecture, journey mapping, and high-fidelity UI.
- Built a scalable design system in Figma and Adobe Illustrator, keeping visual identity consistent across the product and extending it into customer-facing assets, including the website and print media
- Worked directly with tech, and business partners to translate real data and technical constraints into validated wireframes and prototypes.

Projects

Thesis Project – [Resilink: Emergency preparedness platform for climate-related disasters](#) – Consumer Mobile app (Individual)

- Designed and shipped an AI-assisted climate preparedness platform, building the entire visual identity and a reusable Figma component system, improving readiness scores by 40% and hitting 100% onboarding completion across 10+ usability testing.

VIP project – AI makerspace Nexus: A Georgia Tech tutoring LLM UX design (Group)

- Led end-to-end product strategy workflow for an AI-native tutoring platform for Georgia tech, collaborating across verticals. Spearheading the information architecture, interaction design patterns, and scalable design systems for AI/ML-powered learning interfaces.

[Sortify: A Smart Waste Management Platform](#) – Consumer Mobile app - (Group)

- Designed a human-centered mobile app for household waste sorting, delivering end-to-end UX and system-level service design (journeys, stakeholder analysis, blueprints) that simplified disposal tasks and strengthened sustainable user engagement through incentivised behavior.

Skills

Design Tools: Figma (components, variants, auto-layout, interactive prototyping), FigJam, Framer, Adobe Illustrator, Adobe Photoshop, Miro, ProtoPie, Axure, Notion, Mural, Cursor.

AI Tools: Figma Make, Claude, Claude Code, ChatGPT, Gemini, Nano Banana, Vizcom, Google Stitch

Design Skills: Product Design, Interaction Design, Visual Design, UI Design, Brand Design, Conversational Design, Design for AI/ML Products, Design Systems, Design Thinking, Prototyping, Wireframing, High-Fidelity Mockups, Rapid Prototyping, Style Guides, Information Architecture, Responsive UI, Accessibility (WCAG), Storytelling

Research: User Research, Usability Studies, Journey Mapping, Personas, A/B Testing, Competitive Analysis, Empathy Mapping, Data-Informed Design, Customer-Centric Design, Funnel Analysis

Collaboration: Cross-Functional Collaboration, Stakeholder Management, Design Reviews, Workshop Facilitation, Agile Delivery, Developer Handoff, Mentorship and Teaching