

Arjun Balaganesh

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Atlanta (Open to Relocate)

Product Designer with 2+ years of experience building end-to-end designs from concept to launch. Skilled in partnering with product, engineering, and research teams to deliver elegant, user-centric user interfaces using Figma and Adobe Creative Cloud and AI native design tools. Proficient in bridging customer-centered solutions and business needs through interaction design, visual design, and product design - from discovery through high-fidelity execution and design system contribution.

Experience

Product Designer - Delta Airlines, Atlanta

01/2026 - 05/2026

- Designed the mobile onboarding and customer experience for Delta's upcoming AI Concierge platform, working across iOS and Android to bridge passenger needs with real-time crew mobile app and flight entertainment interfaces.
- Partnered with product and engineering to translate user behavior across the passenger journey 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 so new UI stayed consistent across every surface.

Product Designer - CuesHub, Atlanta

08/2025 - 12/2025

- Built end-to-end product and visual design for an upcoming wellness-tech product, conducting usability studies and A/B testing through high-fidelity mockups and style guides. Increasing activation rates by 30% and improving Day-7 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.
- Designed and shipped a scalable Figma design system (components, variants, auto-layout) across product, marketing, and engineering; led visual design system redesign, 40% improvement in brand trust via visual identity and style guides.

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

01/2024 - 04/2024

- Led full-cycle product design for KITE - a government platform operating under regulatory constraints by conducting user research, developing journey maps, information architecture, wireframes, and high-fidelity UI to improve sign-up conversion by 25%.
- Built a scalable design system using Figma and Adobe Illustrator, ensuring consistent visual identity across platform.
- Worked directly with product, tech, and business partners to understand data and technical constraints, translating those insights into wireframes and validated high-fidelity prototypes.

Projects

Thesis Project - Resilink: Emergency preparedness platform for climate related disasters- Mobile app. (Individual)

- Designed and shipped end-to-end mobile app for an AI-assisted emergency preparedness platform, conducting usability studies with 10+ participants, building personas and journey maps.
- Improving user readiness scores by 40% and achieving 100% onboarding completion and 65% first-session task completion in usability testing.

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

- Led end-to-end UX strategy 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.

Education

Georgia Institute of Technology

08/2024 - 05/2026

Master's in Industrial Design

GPA: 3.89/4.0

Graduate Teaching Assistant for Industrial Design Fundamentals (1101) and Introduction to Graphic Communications (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 Protropolis.

Skills

Design Tools: Figma (components, variants, auto-layout, interactive prototyping), Adobe Creative Suite, Miro, FigJam, ProtoPie, Axure, Figma Make, Notion, Mural, Cursor and Claude Code.

Design Skills: User Experience Design, Interaction Design, Visual Design, Product Design, Design for AI/ML products, Design Systems, Prototyping, Wireframing, High-Fidelity Mockups, Style Guides, User Interfaces, Information Architecture, Responsive UI, WCAG compliant.

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 Teams, Stakeholder Alignment, Design Reviews, Workshop Facilitation, Agile Delivery, Developer Handoff.