

Arjun Balaganesh - Industrial Designer : Seeking Industrial Design Intern Position

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ABOUT ME

- As a Teaching Assistant at Georgia Institute of Technology and an Industrial Designer with a deep passion for consumer electronics, healthcare, well-being, lifestyle products, toys, and user experience design, I bring a versatile approach to creating impactful and innovative solutions.
- My expertise spans product development, industrial design, UI/UX strategy, design research, branding, and packaging.
- My professional achievements include crafting innovative youth-focused travel grooming kits, Systemic interventions to empower and support caregivers in their care journeys, Crafting sustainable cardboard-based lighting concepts, Envisioning a smart waste-management system to inspire behavioral transformation, and Shaping intuitive user experiences for academic and student learning platforms under a prestigious government initiative at IIT Madras.
- With a commitment to blending ingenuity, functionality, and strategic insight, I am driven to deliver transformative, sustainable, and user-centered solutions across diverse domains.

WORK EXPERIENCE

Graduate Teaching Assistant

Georgia Institute of Technology [08/01/2024 - Current]

City: Atlanta | Country: United States

- Primary Graduate Teaching Assistant for Sketching and Modelling - freshman (undergrads) industrial design.
- Secondary Graduate Teaching Assistant for Graphic Communications.
- Graded and provided constructive feedback on assignments, ensuring alignment with course objectives.
- Mentored students in industrial design sketching and prototyping principles.

UX Designer

AMTDC (Advanced Manufacturing Development Centre) - IIT Madras [01/01/2024 - 03/31/2024]

City: Chennai | Country: India

- Spearheaded UX and information architecture development for KITE, a technology innovation platform website launched by the Indian government.
- Developed seamless user information architecture tailored to bridge the gap between industry and academia.
- Redefined the organization's brand identity, contributing to the creative visualization of expo and exhibit designs

Industrial Design Intern

Out of the Box [06/01/2023 - 08/31/2023]

City: Chennai | Country: India

- Designed and prototyped a large-scale parametric lighting fixture made entirely from sustainable cardboard, demonstrating innovative use of eco-friendly materials for a Science Centre.
- Visualized a detailed CMF (Color, Material, Finish) board for 'Out of the Box,' equipping clients with tailored recommendations for selecting sustainable cardboard types and finishes, reinforcing environmentally conscious design practices.

Industrial Design Intern (Thesis project)

Havells India Ltd [02/01/2023 – 04/30/2023]

City: Bengaluru | Country: India

- Collaborated with Havells, India's largest FMCG company, to develop a new line of travel-friendly trimmers tailored to the needs of youth prioritizing mobility and personal grooming.
- Delivered design concepts to cross-functional leadership, earning commendations for creativity and innovation in aligning product features with market demands.

Product and Systems Designer

BLR Design Week [08/01/2022 – 11/30/2022]

City: Bengaluru | Country: India

- Conceptualized and developed a B2B product-as-a-service model tailored for oxidized jewelry vendors in Ward 110, Commercial Street, Bengaluru, addressing unique business needs and operational challenges
- Engineered a versatile multifunctional display cart to optimize product presentation, storage, and mobility, significantly enhancing vendors' market presence and competitive edge.

Industrial Design Intern

Svecha Toys [06/01/2022 – 08/31/2022]

City: Chennai | Country: India

- Contributed to the visualization, ideation, and rendering of toys specifically designed for infants and toddlers (ages 1-5), ensuring alignment with developmental needs and market trends.
- Assisted in designing engaging and functional packaging to enhance product appeal and user experience, while maintaining safety and age-appropriateness.

DIGITAL SKILLS

3D-Softwares

Keyshot (Rendering) / Rhino 3D modeling / Fusion-360 / Blender / Solidworks (good)

2D-Softwares

Figma & Adobe XD / Microsoft Office / Midjourney / Adobe illustrator, InDesign, Photoshop

ANALOG SKILLS

My Analog Skills

- User / Market / Design Research
- Design Thinking
- Low/Mid/High Fidelity Sketching
- Modeling and Prototyping
- Usability Testing
- User Experience, Wireframing, Information Architecture
- User Interface and Interaction
- Branding and Packaging
- Story Boarding and Visualization
- AI visualization

ORGANISATIONAL SKILLS

My Organizational Skills

- Time Management
- Problem Solving

- Communication Skills
- Critical Thinking
- Cross Collaboration

EDUCATION AND TRAINING

Master's in Industrial Design

Georgia Institute of Technology [08/01/2024 – Current]

City: Atlanta | Country: United States

Bachelor's of Design

Srishti Institute of Art, Design and Technology [08/01/2019 – 06/01/2023]

City: Bengaluru | Country: India

HONOURS AND AWARDS

[10/01/2023] IFP season 13

7 Day Design Challenge

- Finalist in 7 Design Challenge (Brand Book category).

Link: <https://www.arba.design/project-portfolio-1/vincent's-dream->

[11/01/2022] World Design Organization

BLR Design Week

- The design was selected for the Bengaluru Design Week and presented to the Chief Minister of Karnataka.

Link: <https://www.arba.design/project-portfolio-1/alankart->

[10/01/2022] Manipal Institute

Manipal Toy-Makeathon

- Winning Team; designed modular push-pull toy for children aged 0-2 years.

LANGUAGE SKILLS

Mother tongue(s): Tamil

Other language(s):

English

Hindi