

Arjun Balaganesh

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Atlanta (willing to relocate)

Product and experience designer with 2+ years delivering end-to-end UI/UX for AI-driven digital products across web and mobile. Experienced designing AI-native experiences – including conversational interfaces, human-in-the-loop interaction patterns, and multi-touchpoint systems – using a research-driven, agile process. Translating complex AI behaviours into clear user experiences.

Education

Georgia Institute of Technology Master's in Industrial Design	08/2024 - 05/2026 (Current) GPA: 3.88/4.0
Srishti Institute of Art, Design and Technology Bachelor of Design (Industrial Design)	08/2019 - 06/2023 CGPA: 8.58/10

Experience

- Product and Experience Designer - Delta Airlines (Sponsored project), Atlanta** 01/2026 - 05/2026
- Contributed to the upcoming Delta AI Concierge platform – an interconnected system linking passenger mobile data, crew app, and in-flight entertainment to deliver a personalized passenger journey experience from gate to deplaning.
 - Reduced passenger friction across key journey touchpoints by designing real-time data transfer flows between passenger-facing and crew-facing interfaces, making each phase more tailored and responsive.
 - Leveraged AI tools – Figma Make and Claude – to accelerate prototyping and deliver a production-ready design file.
 - Built a scalable Figma design system using auto-layout, variables, and component libraries – enabling consistent cross-platform execution across marketing, product, and engineering.
- Product and Brand Design Intern - CuesHub (AI Mental Wellbeing Startup), Atlanta** 09/2025 - 11/2025
- Ran A/B tests on onboarding screen variants, analyzing drop-off data at each funnel step to identify friction – iterated to a final flow that drove a 30% lift in activation rates and improved Day-7 user retention.
 - Designed high-fidelity landing pages and marketing surfaces with narrative-led, conversion-focused layouts – improving product credibility and reducing bounce for a sensitive AI wellbeing audience.
 - Led brand system redesign (logo, typography, color, motion language) and unified brand expression across marketing touchpoints and in-product UI, strengthening perceived brand quality by 40%.
 - Built a scalable Figma design system using auto-layout, variables, and component libraries – enabling consistent cross-platform execution across marketing, product, and engineering.
- Product Designer - AMTDC (Advanced Manufacturing Development Centre), IIT Madras** 01/2024 - 03/2024
- Redesigned KITE platform onboarding and navigation, improving sign-up conversion by 25% through reduced friction, clearer visual hierarchy, and brand-aligned UI across the full design lifecycle.
 - Executed and drove the design process from discovery through launch, translating research insights into high-fidelity visuals and validated prototypes.
 - Created high-fidelity mock-ups and a design system component library aligned with the platform's brand.

Projects

- Thesis Project - Resilink:** Emergency preparedness product for climate related disasters. (Individual)
- Designed and launched a digital preparedness platform that helps residents plan for climate-related disasters, improving readiness scores by ~40% in user testing.
 - Created a high-engagement mobile onboarding flow that achieved 100% completion across all test participants and increased first-session task completion by 65%.
 - Developed a comprehensive design system and fully prototyped the mobile application in Figma, enabling consistent UI patterns and efficient iteration across the product.
- VIP project - AI makerspace Nexus:** A Georgia Tech tutoring LLM UX design (Group)
- Led the end-to-end UX strategy for an AI tutoring MVP, guiding the product from initial concept to final design delivery.
 - Architected a scalable design system and information architecture to create a highly engaging learning interface for Georgia Tech students.
 - Executed high-fidelity UI in Figma, translating complex AI interactions into intuitive prototypes with polished micro-interactions.

Skills

Design Tools: Figma, Miro, FigJam, Adobe Creative Cloud, Mural, Notion, Protopie, Axure, Claude Design.

Design Skills/Methods/Process: Wireframes, Service Design, Interaction Design, Usability Testing, User Research, Accessibility (WCAG, Inclusive Design), Responsive UI, Prototyping, Information Architecture, A/B Testing, Journey Maps, Design Systems, Agile Collaboration, Product Thinking, MVP Planning, Strategy and research, Product Design, AI enabled Design, User insight analysis, Human Centered, Design Research, Enterprise Solutions, Emotional Design, Product Design, design organization, Graphic design, Motion design, Data analytics, Empathy studies, Process flows, Conceptual diagrams, Style guides, Pattern libraries, Written communication, user centered design, experience design, design thinking, digital experience, AI informed Design.

Professional Skills: Problem Solving, Agile Sprint Facilitation, Cross-Functional Communication, Stakeholder Alignment, Feedback Integration, Strategic Framing, Visual Clarity, Interaction Flows, Workshop Moderation, Time & Resource Management, Collaboration.