

Arjun Balaganesh

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User Experience & Product Designer (Service Design & Systems Thinking) with 2+ years of experience crafting intuitive digital products through user research, usability testing, and human-centered design. I specialize in delivering scalable, insight-driven solutions across web and mobile platforms, with expertise in wireframing, high-fidelity UI, interaction design, and feature-level decision-making. With a background in industrial and service design, I bring a multidisciplinary, systems-thinking approach to delivering accessible, user-centered solutions. Passionate about improving everyday experiences through iterative design, prototyping, and collaboration in agile environments.

Education

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

Experience

UX Design Intern - CuesHub	02/2025 – Present
<ul style="list-style-type: none">Led a brand revamp initiative, building consistent design language across digital platforms.Created UI frameworks and interaction patterns for mental wellbeing tools, ensuring clarity and ease of use.Collaborated with engineers and Developer to integrate AI features into user journeys, balancing innovation with usability.	
Graduate Teaching Assistant - Georgia Institute of Technology	08/2024 – Present
<ul style="list-style-type: none">Mentored 90+ students in ID fundamentals including sketching, modeling, and visual communication.Delivered live demonstrations to enhance skill development in 2D/3D visualization and Fusion 360.Provided individualized critiques, improving tool proficiency and conceptual clarity.	
Teaching Assistant - Georgia Institute of Technology	05/2025 – 07/2025
<ul style="list-style-type: none">Assisted ID minor & senior students in UX design computing and interaction prototyping using Axure and ProtoPie.Evaluated design deliverables for usability and interface consistency also ensuring timely evaluation.	
UX Designer - AMTDC (Advanced Manufacturing Development Centre), IIT Madras	01/2024 – 03/2024
<ul style="list-style-type: none">Redesigned the onboarding and navigation flow for the KITE platform using Figma, improving sign-ups by 25%.Led user research on student journeys and translated insights into scalable service flows, wireframes and prototypes.Created high-fidelity mockups and a design system component library aligned with the platform's brand.	
Product Design Intern - Out of the Box	06/2023 – 08/2023
<ul style="list-style-type: none">Developed an interactive lighting within a broader spatial experience to enhance user engagement and storytelling.Led hands-on prototyping and fabrication, ensuring execution accuracy and material feasibility.Built CMF strategy boards that helped expand client offerings and improve project aesthetics.	
Product Design Intern (Thesis Project) - Havells India Ltd	02/2023 – 05/2023
<ul style="list-style-type: none">Designed an ergonomic personal care device aligned with youth grooming rituals and touchpoints.Led 15+ user tests and created validated prototypes with stakeholder feedback loops.Presented end-to-end process, earning executive-level recognition for clarity and value.	
Service Design Intern (Pre-thesis project) - BLR design week	09/2022 – 12/2022
<ul style="list-style-type: none">Developed a modular vendor service cart that reduced setup time by 80% and tripled storage efficiency.Conducted 10+ stakeholder interviews and implemented 3 iteration cycles based on feedback.Created service blueprints and supported implementation planning for on-ground deployment using Miro.	

Projects

FigBuild 2025 - Unprompted: An AI Superpower Interface (Group) (Design Challenge Figma) (UX Design)	04/2025 – 05/2025
<ul style="list-style-type: none">Conceptualized a speculative design system for managing cognitive AI superpowers like hyper-focus and skill absorption.A system designed to help analyze and visualize your power, navigating edge cases and unintended consequences.Built complete UI in Figma, from wireframes to high-fidelity screens, including micro interactions and brand components.	
Sortify: A Smart Waste Management System (Group) (UX+Service Design)	08/2024 – 09/2024
<ul style="list-style-type: none">Designed a mobile app for household waste sorting using human-centered design to encourage sustainable behaviour.Delivered user flows, wireframes, high-fidelity UI, and prototypes that simplified disposal tasks and improved engagement across digital and physical touchpoints.Conducted journey mapping, stakeholder analysis, and service blueprinting to align app functionality with broader system interactions.	

Skills

Design Tools : Figma, Miro, FigJam, Adobe Creative Suite, Mural, Notion, Proto-pie, Axure.

Design Skills/Methods/Process : Wireframing, Interaction Design, Usability Testing, User Research, Accessibility (WCAG, Inclusive Design), Responsive UI, Prototyping, Information Architecture, A/B Testing, Journey Mapping, Design Systems, Agile Collaboration, Product Thinking, MVP Planning.

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