# Abhishek Shankar

**US** based **Product Designer** with 3 years of experience in generative AI and consumer electronics. Expert in full-stack design, including responsive web and mobile design, cross-functional collaboration, and front-end development.

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| Portfolio | abhishekshankar.com/ |
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## WORK EXPERIENCE

**Freelance** • Atlanta, GA

Plugin Developer  |  January 2023 – December 2023

- Developed 9 Figma plugins using HTML, CSS and Javascript used by over 23,000 users in the Figma Community.
- Implemented a a visual refresh to an open-source generative AI tool, with over 22,000 stars and 11,000 forks on GitHub by deploying 400+ icons.
- Created an icon library of over 600 icons rolled out to over 8,700 users.
- Launched a generative AI plugin within Figma to enable faster communication with design systems and documentation for UX Motion designers, boosting design productivity by over 30%.

**Georgia Institute of Technology** • Atlanta, GA

Product Designer  |  January 2022 – December 2023

- Collaborated with researchers and developers to build a VR experience in Unity that facilitated training over 150 students across 3 major Georgia and South Carolina research institutions.
- Conducted user tests with a UX researcher to determine usability heuristics for a training tool with 89 participants.
- Designed visualizations based on testing feedback, which helped to improve usability scores by 14%.

Teaching Assistant |  June 2021 – December 2023

- Lectured 100+ undergraduate students across four semesters, instilling principles of user experience design and user testing with digital products, emphasizing the importance of usability.
- Mentored students in achieving proficiency in building wireframes, UI designs, and interactive prototypes through personalized guidance and feedback sessions, enhancing overall project quality.
- Conducted hands-on lab sessions to facilitate design workshops in responsive design and accessibility.

**GE Appliances** • Louisville, KY

Interaction Designer  |  May 2020 – December 2021

- Revamped the SmartHQ App's sign-up process across iOS and Android platforms, enhancing password creation and data input clarity. Successfully deployed the update to over 100,000 users.
- Overhauled the existing interface of the GE Advantium Oven to improve interface usability and navigation by building wireframes and high-fidelity interactive prototypes, speeding up the time spent on navigation by 27%.
- Collaborated with a cross-functional creative team of developers, business owners, product managers, engineers, and researchers by leading interviews, uncovering insights, synthesizing, and presenting findings to identify and prioritize user needs.
- Initiated the setup of the first motion design system to implement scalable loading animations using Lottie to improve user delight and promote brand touchpoints.
- Conceptualized design standards and guidelines to deliver design specs to developers enabling seamless handoff of design assets.

**Georgia Institute of Technology** • Atlanta, GA

Graphic Designer  |  August 2019 – January 2020

- Designed print and social media assets for 10+ events and awareness campaigns that reached 3000+ students.
- Established design templates to improve visual consistency of the Georgia Tech brand guidelines across various marketing channels.

## EDUCATION

**Georgia Institute of Technology**

Masters in Human Computer Interaction

2022 - 2023

**Georgia Institute of Technology**

Masters in Industrial Design

2018 - 2023

**National Institute of Technology, Trichy**

Bachelors in Electrical and Electronics Engineering

2014 - 2018

## SKILLS

**Design Skills**

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| A/B Testing | Storyboarding |
| Design Systems | Prototyping |
| Interaction Design | Sketching |
| Motion Design | Usability Testing |
| User Research | Wireframes |

**Design Tools**

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|---|---|
| Figma | Protopie |
| After Effects | Lottie |
| Illustrator | Cinema 4D |
| Photoshop | Framer |

**Coding**

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|---|---|
| C/C++ | React |
| TypeScript | HTML |
| JavaScript | CSS |

## RESEARCH PUBLICATIONS

**Effective Use of a Digital Demonstrator for the Instruction of Laser Scanning**

Associated Schools of Construction Conference, 2023

**Establishing a classification system to promote microinteraction design literacy**

MoDE Summit 2023

**Visualization enhancements to facilitate the use of digital demonstrators for instructional applications**

Applied Human Factors and Ergonomics Conference, 2023