

# Angad Bhalla

Interaction Design Student

Focused on creating experiences that matter.  
Interested in psychology and its applications in design.

## Design Intern

Purpose

Designed mobile, web interfaces and developed the brand identity for a Sequoia Capital-backed fintech startup based in the San Francisco Bay area, led by ex-Facebook and LinkedIn managers.

## Creative Director

Engifest 2020

Created the visual identity, designed the cultural experience to propel Delhi's largest college cultural festival to India's largest; a 4-stage, 3-day celebration of youth.

## Freelance

Experience design for the Indian Air Force, Indian Navy, startups in fields ranging from cryptocurrency to property rental-management.

## Contact

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## Education

Bachelor of Design  
Delhi Technological University  
Batch of 2022  
9.5 CGPA

## Skills

Rapid prototyping  
UX research  
Ethnographic research  
Cognitive research  
Wireframing  
Information architecture  
Usability Testing  
Visual design  
Brand development

## Tools

Adobe Creative Suite  
Figma  
Framer  
Marvel  
Fusion 360