

# Angad Bhalla

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angadtest.github.io

An audiophile, Formula 1 fan and self-proclaimed pizza connoisseur focused on creating experiences that look great, work even better. Interested in heuristics, psychology and their applications in design.

## Skills

User Research

Rapid Prototyping

IA Design

Interaction Design

User Interface Design

Wireframing

CX Strategy

Brand Development

Copywriting

## Tools

Figma

Principle

Protopie

Adobe Creative Suite

Framer

Marvel

Fusion 360

## Experience

### Disney+ Hotstar – Product Designer 1

May 2022 – Present

Designing immersive video experiences for 500 million+ people across APAC and MENA. Leading design for sports and VOD consumption.

### Disney+ Hotstar – Product Design Intern

May 2021 – May 2022

Co-ordinated the research, creation and implementation of a bi-directional design system for 17 Arabic and Hebrew speaking nations, as part of Disney+'s largest launch drive as part of my graduation project. Also redesigned the web discovery experience.

### PhonePe – Product Design Intern

Dec 2020 – Mar 2021

Digital product design at India's largest online payments platform, a subsidiary of Walmart/Flipkart. Created a social gamification system to facilitate deeper penetration of PhonePe's entire portfolio of services amongst its 300M+ users.

### Purpose – Product Design Intern

Jun 2020 – Aug 2020

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

## Positions of Responsibility

### Engifest – Creative Director

Oct 2019 – Feb 2020

Led the overall digital and on-ground experience design to scale Delhi's largest college cultural festival to India's largest; a 4-stage, 3-day celebration of youth.

## Education

### Delhi Technological University (Formerly DCE), New Delhi

Bachelor of Design

9.51 GPA; Vice Chancellor's Gold Medal

2018 – 2022