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
Visual Design
Wireframing
Sprints
CX Strategy
Brand Development
Copywriting

Tools

Adobe Creative Suite
Figma
Framer
Marvel
Fusion 360

Experience

Disney+ Hotstar – Product Design Intern
May 2021 – Present
Designing immersive video experiences for 500 million+ users across Asia Pacific. Redesigned the player UX and discovery experiences across platforms.

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.

Freelance

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

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
2018 – 2022