

# Angad Bhalla

angad.bhalla12164@gmail.com

9112352425

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  
Information Architecture  
Interaction Design  
User Interface Design  
Visual Design  
Wireframing  
Sprints  
Experience 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 content viewing experiences across digital media for 500 million users.

### 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