

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

Bangalore, IN | 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

Bangalore, IN | 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

San Francisco, US | 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