

Arjun Balaganesh



INDUSTRIAL DESIGNER

+1 678-595-7204

Balaganesharjun@gmail.com

https://linktr.ee/Arjun_Balaganesh

ABOUT

I am currently a Teaching Assistant at the Georgia Institute of Technology. As an Industrial Designer with over 1 year of experience, I specialize in consumer electronics, lifestyle products, toys, and user experiences. Some major projects I worked on include: developing a new trimmer for Havells India Ltd., a leading Indian FMCG company, collaborating with startups on sustainable product design entirely using cardboard, and contributing to central government initiatives for digital learning platforms at IIT Madras, one of the country's top research hub. I was a central contributor to various student organizations, where I managed visuals and branding, as well as crews that built brand books and managed logistics for cultural fests.

I am particularly excited by the intersection of business and design—where creativity meets strategy to shape seamless, intuitive experiences. With a strong interest in entrepreneurship.

EXPERIENCE

Georgia Institute of Technology

Graduate Teaching Assistantship Aug 2024 - Present

- Primary Graduate Teaching Assistant : Sketching and modelling
- Secondary Graduate Teaching Assistant : Intro into graphic studies

AMTDC (Advanced Manufacturing Development Centre) - IIT Madras

Creative Designer Jan 2024 - Mar 2024 (3 months)

- Developed the organization's brand identity, contributing to the creative visualization of expo and exhibit designs
- Designed the UX and information architecture for KITE, a technology innovation platform website launched by the Indian Government

Out of the Box

Industrial Design Intern Jun 2023 - Aug 2023 (3 months)

- Designed and prototyped a large hanging parametric lighting fixture made entirely out of cardboard for an upcoming Science Centre
- Created a CMF board for Out of the Box to guide future clients on selecting cardboard types and finishes for their projects

Havells India Ltd

Industrial Design Intern (Thesis project) Feb 2023 - May 2023 (4 months)

- Worked with Havells, India's largest FMCG, on designing a new line of travel trimmers for youth who prioritize travel and personal grooming
- Presented design concepts to the Head of Design at Havells, contributing to the product's development and branding strategy

BLR Design Week

Product and Systems Designer Aug 2022 - Nov 2022 (4 months)

- Developed a B2B product-as-a-service solution for oxidized jewelry vendors in Ward 110, Commercial Street, Bengaluru
- Designed a multifunctional display cart to enhance product display, storage, and mobility, improving vendors' market presence and competitiveness

Svecha Toys

Industrial Design Intern Jun 2022 - Aug 2022 (3 months)

- Assisted in visualization, ideation, rendering and packaging of toys targeted at infants and toddlers (Ages 1 - 5)

EDUCATION

Georgia Institute of Technology

Industrial Design (MID)

2024 - 2026 (Expected Graduation)

Srishti Institute of Art, Design and Technology

Industrial Design (Bdes)

2019 - 2023 8.58 CGPA A+

Arsha Vidya Mandir

Computer Science CBSE Class 12

2010-2019

SOFTWARES

- Photoshop
- Illustrator
- Indesign
- Figma
- Rhino
- Blender
- Fusion 360
- Keyshot

KEY COMPETENCIES

- User / Market / Design Research
- Rapid Ideation and Visualization
- Sketching, Modelling and Prototyping
- Branding, Packaging and Story telling
- User Testing and Problem solving
- AI Visualization and Prompting

STRENGTHS

- Collaboration & Teamwork
- Communication Skills
- Critical Thinking

HONORS & AWARDS

IFP season 13 Oct 2023

7 Day Design Challenge

- Finalist in 7 Design Challenge (Brand Book category)

BLR Design Week Nov 2022

World Design Organization

- The design was selected for the Bengaluru Design Week and presented to the Chief Minister of Karnataka.

Manipal Toy-Makeathon Oct 2022

Manipal Institute

- Winning Team; designed modular push-pull toy for children aged 0-2 years.