Anand Balakrishnan
Product Designer

postforanand@gmail.com
anandbalakrishnan.com
+91 965 66 59214

I'm focused on creating meaningful experiences through **technology and design**

Experience

Founder | Beet
January 2022 - Present in Bangalore, India

Beet is a rural commerce platform. My primary focus is on talking to users and improving the core product experience for New internet users.

Lead Product Designer | Paytm
January 2020 - January 2022 in Noida, India

I was leading product design and research initivatives for New Internet users. Worked iteratively to design, refine and validate solutions for Passbook, Money Transfer, Recharges & few pilot projects.

Experience Design Intern | Adobe
June 2019 - January 2020 in Noida, India

Worked with Document Cloud team, my focus was on capturing user intent efficiently and creating intelligent interfaces that will dynamically adapt according to user intent. Final concept selected for US Patent submission.

Product Owner | Agrima Infotech
July 2016 - June 2017 in Kochi, India

Worked with Recipebook team to envision the product, determine features, user flows, design and development of Interfaces. Recipebook is the first app to win google play editor's choice tag in India.

Co-founder | RentMe
June 2014 - July 2016 in Kochi, India

We built 'RentMe', a fin-tech platform for rent payment and tenant screening. Won best student startup Award from Hon's Chief Minister of Kerala.

Awards

Best startup award - Beet, EO Kerala 2022
Best student startup, Kerala Startup Mission 2016
Best outgoing student, SNGCE Batch of 2016
Youngest hacker, AngelHack Bangalore fall 2013

Education

Master of Design in New Media Design
National Institute of Design, Gandhinagar
2017 - 2019

Bachelor of Technology in Computer Science
MG University, Kerala
2012 - 2016

Skills

Design Research
Ethnographic study
Experimental research
Interview & surveys
Usability & concept testing
Quantitative analysis methods

Design
UX, ideation & workflows
Interaction & UI design
Motion graphics
Figma, XD & Framer
Adobe Creative Suite

Prototyping
Applied Machine Learning
Node js, HTML/CSS, Javascript
Arduino, Rasberry pi
3D printing & laser cutting

General
Ownership, Proactive
Collaboration, Adaptability
Empathy

Roles

CEO, Beet, Social Commerce Startup
Chairman, Student Council 2015-16, SNGCE
University Union Councilor, MG University 2014-15
CEO, Rentme, a fin-tech startup
CTO, BootCamp, startup incubator
Convener, Fugeniz 6, National Level Techfest
Secretary, ACM Student Chapter