

Shreyas Bal.

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Seasoned Industrial and Experience Designer bridging the gap between physical product development and future-facing interactive technologies. Leveraging 3 years of end-to-end design experience across 50+ projects, currently specializing in vehicle-rider interaction and next-generation mobility interfaces. Proven track record in New Product Development (NPD), Design for Manufacturing and Assembly (DFMA), and translating complex user needs into highly scalable, market-ready solutions.

Core Competencies & Technical Skills

- **Design Disciplines:** Industrial Design, Interaction Design, UI/UX Design, Service Design, Product Lifecycle Management.
 - **Methodologies:** New Product Development (NPD), Design for Manufacturing & Assembly (DFMA), UX Research, Agile & Waterfall Frameworks, Rapid Prototyping.
 - **Software & Tools:** ArduinoIDE, Vizcom, NanoBanana, Rhino 3D, Figma, KeyShot, Adobe Creative Suite, Microsoft Office Suite.
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Professional Experience

Ultraviolette Automotive - Interaction Designer | JUNE 2025 - PRESENT

- Leading interaction design integration for next-generation interfacing products to significantly enhance the connection and communication between vehicle and rider.
- Designing and integrating advanced haptic feedback technology into motorcycle handlebars to pioneer intuitive, tactile rider interfaces.
- Establishing comprehensive product lifecycle documentation systems, overseeing the transition from initial service design through to final market deployment.

Inventindia Innovations - Industrial Designer | JUNE 2022 - NOVEMBER 2024

- Served as Project Lead for an Amazon driver safety initiative, overseeing the complete NPD process and successfully securing an order for 1,000,000 units.
- Partnered with the Saudi Electricity Company (SEC) to deliver an impactful safety and security product, leading to the successful onboarding of three additional projects.
- Led the comprehensive redesign and UI/UX enhancement of Parle Tableting Solutions' machinery, improving overall functionality and user experience.
- Provided innovative product design and DFMA support for Zuture Enterprises and PedalX, optimizing both product scalability and manufacturing efficiency.
- Collaborated with Tirex Transmission to design, brand, and launch a cutting-edge EV charger, significantly strengthening their market presence.
- Standardized internal workflows and developed training processes to seamlessly onboard and mentor new design interns and employees.

Studio ICE Co-Founder | APRIL 2021 - MAY 2022

- Executed multiple product representation projects for external clients to strengthen their market presence and product showcases.
- Facilitated industry exposure and practical design experience for college students.

Samsung R&D UI/UX Designer | OCTOBER 2021 - DECEMBER 2021

- Conducted comprehensive user flow analysis for video capture systems, creating Ultra-Short Narratives as part of an institutional MOU.
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Education

National Institute of Design Bachelor of Design | CGPA - 9 | 2108-2022

- **Leadership:** Team Lead for Artifacts and Souvenirs at Chitrakatha 2019 (International Design Olympics), managing the design and manufacturing of delegate passes, trophies, and certificates.
- **Event Organization:** Organizing Team Member for the 62nd Annual NASA Convention, facilitating two national-level design workshops and winning the Chancellor's honorary trophy for excellent outcomes.