



Balaji Eswar

Product Designer · UI/UX
Leader · Brand & Logo
Strategist

“ Good design balances user
needs, business goals, and
technical reality. ”

Email
itsbalajieswar@gmail.com

Website
<https://balajieswar.com>

Phone
(+91) 94867 80117

Address
Tirunelveli, Tamil Nadu,
India

Socials

Behance
[@balajieswar](#)

Dribbble
[@balajieswar](#)

Instagram
[@itsbalajieswar](#)

LinkedIn
[balajieswar](#)

Languages

English
Professional working

Tamil
Native

Hindi
Fluent

Experience

- Sep 2024 – Present Tirunelveli
 Senior Design Consultant
Global Software Solutions
 - Leading UI/UX and product design initiatives for enterprise software platforms
 - Designing scalable interfaces, dashboards, and design systems
 - Collaborating with product managers and engineering teams to improve usability and consistency
 - Translating complex business requirements into clear user experiences
- Sep 2024 – Present Tirunelveli
 Senior Design Consultant
Torus Innovations
 - Providing strategic design consulting for internal and client-facing products
 - Improving UX flows, interface clarity, and overall product usability
 - Supporting design implementation and alignment with development teams
- Nov 2023 – Dec 2024 Tirunelveli
 Design system architect
QBlue Fluid Private Limited
 - Delivered UI/UX design solutions for internal business and operational platforms
 - Redesigned workflows to improve efficiency and usability
 - Worked closely with stakeholders to align design with business goals
- Oct 2021 – Feb 2023 Chennai
 User Interface Design
Consultant
purpleSlate
 - Designed responsive web and mobile interfaces for client projects
 - Worked on UI systems, design consistency, and developer handoff
 - Collaborated remotely with cross-functional teams
- Jun 2016 – Sep 2023 Tirunelveli
 Design Manager → Lead
Designer → UI/UX Designer
Alpha Business Solutions
Private Limited
 - Progressed from junior designer to design manager over 7+ years
 - Led design for multiple web and mobile products used by real customers
 - Managed and mentored designers, ensuring design quality and consistency
 - Owned UX strategy, UI systems, and design handoff to engineering teams
- Oct 2023 – Present Tirunelveli
 Design Instructor (Part-time)
Design Dock Academy
 - Teaching UI/UX and product design fundamentals to aspiring designers
 - Covering UX principles, interface design, and real-world workflows
 - Mentoring students through practical design exercises and projects
- Jan 2021 – Sep 2023 Tirunelveli
 Design Instructor / Graphic
Designer (Part-time)
Talent Academy
 - Delivered UI/UX and graphic design training for students
 - Designed social media and promotional materials for the academy
 - Guided students through hands-on design projects
- Nov 2020 – Aug 2022 Hyderabad
 Senior User Interface Engineer
Mobionix AI
 - Designed user-centric UI solutions for web and mobile platforms
 - Worked across UI design, branding, and marketing assets
 - Supported the company's online presence through visual design
- May 2015 – Present Tirunelveli
 Product, UI/UX & Graphic
Designer
Independent Freelance
Designer
 - Delivered graphic design, branding, UI/UX, and product design solutions for startups and businesses
 - Designed logos, brand identities, business cards, stationery, and social media creatives
 - Designed and built websites using WordPress or HTML, with a focus on responsive and user-friendly interfaces.
 - Evolved from graphic-focused work to product and UI/UX design, collaborating with developers and stakeholders

Skills

Product & UX Design		Design Execution	
Product Design	User Experience (UX)	Web Design	Mobile App Design
User Interface Design	Design Systems	Responsive Design	Wireframing
User Flows & Journeys	Usability Testing	Prototyping	Interaction Design
Graphic & Brand Design		Web & App Builds	
Logo Design	Brand Identity	WordPress Website Design	HTML-based Websites
Visual Identity Systems	Business Cards & Stationery	Responsive Web Interfaces	
Social Media Creatives	Marketing Assets	Web App UI Design	Mobile App UI Design



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Skills (Contd.)

AI-Assisted Building

Vibe Coding

AI-Assisted App
Development

Prompt-Driven UI
Generation

Rapid Prototyping
with AI

Design → Build → Iterate

Collaboration & Delivery

Design Handoff

Developer
Collaboration

Stakeholder
Communication

Design
Documentation

Tools

UI / UX & Product Design



Figma

UI Design · Prototyping ·
Design systems



Framer

Interactive websites ·
Motion-ready UI



Sketch

UI Design (legacy)



Adobe XD

UI/UX Design (legacy projects)



Miro

User flows · Workshops ·
Collaboration

Graphic & Brand Design



Adobe Illustrator

Logo · Branding ·
Vector Design



Adobe Photoshop

Visual Design ·
Marketing Assets



Adobe InDesign

Print · Layout ·
Stationery



Affinity Designer

Brand & Graphic
Design



Canva

Quick Marketing
Creatives

Motion & Media



Adobe After Effects

UI motion · Micro-interactions



Adobe Premiere Pro

Video editing ·
Short-form content



Jitter

UI animations



Rotato

Device Mockups

AI, App Building & Workflow



Antigravity

AI-powered code editor ·
Agent-based development



Phoenix Code

Code editing



Android Studio

Android app builds



Notion

Documentation · Planning ·
Project Tracking

Latest projects



Torus – Low-Code Platform

Product & UX design for a low-
code application platform

End-to-end product design for a low-code
platform, including user flows, component
systems, and scalable UI patterns built for
complex enterprise use cases.

[Click Here](#)



Torus UI Kit

Scalable design system for a
multi-product ecosystem

A comprehensive design system defining
typography, color tokens, components, and
interaction patterns used across Torus
products, community, and marketplace.

[Click Here](#)



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Latest projects (Contd.)



Project Pebble

Banking & payments platform
UI/UX

UX and UI design for a global payment hub, focusing on transaction flows, dashboards, and financial data clarity for enterprise banking users.

[Click Here](#)



Pebble Design System

Design system for financial
products

Design system created specifically for banking and payment products, emphasizing consistency, accessibility, and scalability across multiple financial modules.

[Click Here](#)



Project Atlas

Websites for product, community,
and marketplace

Designed multiple websites for the GSS & Torus ecosystem, including the main product site, community platform, and marketplace—focused on clarity, structure, and scalability.

[Click Here](#)



Design & Brand Archive

Centralized portfolio of product,
UI/UX, and brand work

A centralized collection of logos, brand identities, websites, mobile apps, and UI/UX projects, representing work delivered across different industries and platforms over time.

[Click Here](#)

Personal Projects



Chroma

Color picker & palette
management Chrome extension

A Chrome extension for picking colors from webpages, managing palettes, and exporting color values for design and development workflows. Built to streamline everyday color-related tasks for designers.

[Click Here](#)



Prisma (WIP)

Color generation & design tool

A design tool focused on generating color palettes and visual styles helping designers explore, refine, and apply colors across real UI components.

[Click Here](#)



AI Calorie Counter (WIP)

AI-powered food recognition &
calorie tracking

An application that uses AI to estimate calories from food inputs, designed to simplify everyday nutrition tracking through a clean and user-friendly interface.

[Click Here](#)



SubSpace (WIP)

Personal finance & subscription
tracking app

A subscription management app that helps users track recurring payments, visualize spending, and manage renewals through a simple, intuitive dashboard.

[Click Here](#)