



Designing Green in India Sangeetha Balakrishnan

Sangeetha Balakrishnan sees a world of green in her job as a Product Designer with Jaybee Creations in Chennai, India. All of her designs incorporate sustainability initiatives as a cornerstone to designing great products.

“Being green to me is to make products that are better for humans and help the environment at the same time.”

Sangeetha also incorporates international flare into her product designs, which began as a student at The Art Institute of California - Orange County. There she learned about international markets for products and took a more in-depth look at design philosophy.

“I am inspired by designers who approach design as art like Zaha Habib, Ross Lovegrove, and Karim Rashid.”

Upon graduating in 2010 with a Bachelor of Science in Industrial Design, Sangeetha moved to India and is now fully immersed in the design process, from manufacturing to deciding the color, material, and finish.

“I consider myself as a sort of a design anthropologist, embracing new and unusual ideas.”