

Summary

I am an industrial designer with a relentless drive for innovation and a deep passion for sustainable, user-centered solutions. With a Master's in Integrated Product Design from Brunel University and a diverse portfolio, I have spearheaded impactful projects, including a paediatric medicine delivery system for a brief by GSK and cutting-edge storage solutions at Vetromoda. As a freelancer in London, I excel in 3D form generation, experience crafting and agile methodologies. I am committed to pushing the boundaries of design to create transformative, client-focused solutions that address real-world challenges.

Experience

Dream Deadline Works.

December, 2023 - Present

Freelance Industrial Design Consultant.

London, England, UK

- Successfully acquired and managed freelance visualization projects, delivering high-quality visual content to clients and achieving 100% client satisfaction
- Leading an ongoing furniture design project for Vetromoda from concept to manufacturing, focusing on sustainable materials and Bespoke design for play and flat packing.
- Collaborating with manufacturers to ensure design feasibility and production efficiency, resulting in reduction in production costs

GSK

January, 2023 - August, 2023

Paediatric Solid Dose Delivery (ODT)-Msc. Dissertation Project

London, England, UK

- Designed a unique paediatric medicine deployment solution, increasing medication adherence & Accountability.
- Investigated medication challenges in economically disadvantaged regions, effecting over 37,000 children in sub-Saharan Africa.
- Prioritized sustainability, and proposed a solution reducing production to supply Carbonfootprint by 20%.
- Iterative testing and observation enacted a crucial role in refining the final concept, ensuring it tackling multiple underlying issues such as adherence, stigmatization, and compliance in treating Antiretroviral therapy in pediatrics.

AfterConcepts

January, 2022 - August, 2022

Associate Industrial Designer

New Delhi, India

- Deployed design thinking methodologies to seamlessly integrate technical specifications from Engineering into compelling marketing collateral, enhancing cross-functional communication between departments in the company.
- Applied user experience design principles to create intuitive visual representations of complex engineering and manufacturing processes, facilitating easier comprehension for stakeholders and clients.
- Utilized agile methodologies, reducing project delivery times by 15%. to adapt quickly to evolving project requirements, ensuring efficient collaboration and timely delivery of design solutions across diverse projects from visualisation for NASA to Industrial Design for Med-tech.

Vetromoda

January,2021 - May, 2021

Industrial Design Intern

New Delhi, India

- Led the conceptualization and execution of 2 different innovative storage solution system, showcasing expertise in System solutions for bespoke luxury spatial design , which opened the brand to new market of storage systems while contributing to the 60% of the categories sales.
- Enhanced time management skills through navigating the fast-paced studio environment, demonstrating adaptability and agility in handling real-world project constraints, crucial for DFM.
- Illustrated the symbiotic relationship between design and manufacturing, elevating product line aesthetics while enhancing production feasibility, emphasizing the importance of a holistic approach in achieving high-quality results.
- Utilized Design for Manufacturing principles to develop A-surface concepts, harmonizing sheet metal stamping and glass CNC cutting.

Skills

Integrated Product Design Agile Methodologies User Experience Design UX Research
Ethnography Keyshot Solidworks AdobeSuite Usability testing Brand Alignment
Design Documenting CMF Development Life Cycle Assesment Scale Adaptability

Education

- **Brunel University** London,UK.
Msc. Integrated Product Design
Modules: Human Factors in Design | Professional Design | Design Thinking | Conceptual Design | Aesthetic Awareness | Strategic planning
Royal Society of Arts Project, "ALT GRID - Powering People". Shortlisted for Achievement Award.
V-Group, Company Collaboration Project on E-bikes.
Dissertation in Paediatric Solid Dose Deivery (ODT).
- **SOFD, GD.Goenka University** Gurugram, India
B.des Product Design
in collab. with Poli tecnico Di Milano, Milan,Italy.

Portfolio

- **Portfolio Website**

<https://www.vinayaksyam.com/>

- **Linkedin Profile**

<https://www.linkedin.com/feed/>