




# Vinayak Syam

Industrial / product Designer

www.vinayaksyam.com  
vinayaksyam97@gmail.com  
(UK)+44 74 42 30 55 20

 vinayaksyam97@gmail.com

 www.vinayaksyam.com

 vinayaksyam97

 rs.vinayak

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## Experience.

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

[GSK, London, England, United Kingdom](#)

Jan - Aug, 2023 (6 months)

The GSK's design+ project aimed to tackle the global challenge of administering oral solid medications to pediatric patients, especially in economically disadvantaged regions like sub-Saharan Africa. Sustainability was a key market entry condition due to cost barriers in healthcare. Focusing on delivering suitable medical preparation methods, the Paediatric Medicine for Solid Dose Delivery project aimed to create an inclusive solution. The final concept addressed issues in administering antiretroviral therapy to HIV-infected children, emphasizing adherence, stigmatization, and compliance. The solution underwent rigorous testing and iterations, resulting in a unique and accessible pediatric medicine deployment solution.

### Associate Industrial Designer

[After Concepts Engineering, New Delhi, India](#)

Jan - Aug, 2022 (6 months)

As an Industrial design Intern in a product development company called Afterconcepts where I had the opportunity to be part of multi-disciplinary projects with global clients and exciting start-ups, from start to launch. The projects I worked on ranged from Industrial design for medical products, and UI/UX for small start-ups to subcontract commissions for prestigious international govt agency such as NASA.

I contribute my skills more in the niche of Industrial design communications, where I am bridging the gap between the afterconcepts Engineering Department and its Marketing Group to translate technical design features into powerful marketing materials. As I parallelly contributed as an associate industrial designer for many live projects. In Addition, I built visual representations of often-hard-to-explain concepts such as mechanical engineering and manufacturing validating prototyping processes.

### Industrial Design Intern

[Vetromoda, New Delhi, India](#)

Jan - May, 2020 (5 months)

During my graduation internship at Vetromoda, a luxury glass furniture maker, I had the privilege to work in their bustling design studio. Here, I undertook the complete design and management of vanity products, steering them from initial concept to successful market launch, where they continue to thrive today. This invaluable experience not only honed my skills in handling material limitations and production processes for design, but it also emphasized the significance of CMF (Colors, Materials, and Finishes) design in the final product's success.

Furthermore, this dynamic setting sharpened my time management abilities, an indispensable asset in real-world projects. The studio's fast-paced environment demanded precise planning and execution, enabling me to meet deadlines and deliver outstanding results consistently. I also spearheaded the development of an innovative storage solution system, demonstrating my proficiency in crafting holistic design solutions that seamlessly merged aesthetics with practical functionality, ultimately resulting in the creation of premium vanity designs. This diverse internship enriched my design prowess and equipped me with the practical skills and adaptability vital for success in the field of industrial design.

### Industrial Design Intern

[Brassage, Gurugram, India](#)

Jan - May, 2019 (5 months)

During this challenging project, I took on the task of crafting DFM (Design for Manufacturing) driven A-surface concepts for the brand's existing product line, all while navigating the intricate constraints of sheet metal stamping and brass molding processes. The heart of my contribution lay in the realm of CMF (Colors, Materials, and Finishes) design. I meticulously selected materials and finishes that not only aligned with the brand's aesthetics but also harmonized with the unique demands of the manufacturing processes. My expertise in CMF design ensured that the final products were not only visually striking but also optimized for production efficiency and durability. This holistic approach not only elevated the brand's product line aesthetically but also enhanced its overall manufacturing feasibility, underscoring the symbiotic relationship between design and manufacturing in achieving a harmonious and high-quality end result.

## Education.

(2022-2023)

Msc. Integrated Product Design

[Brunel University, Uxbridge, London, UK.](#)

(2017-2021)

B.des Product Design

[SOFD, GD.Goenka University, Gurugram, India  
in collab. with Poli technico Di Milano, Milan, Italy.](#)

(2002-2016)

Preiliminary ,High School Education

[C.S.M Central School, Thrissur, Kerala, India.](#)