

# Vikram SM

## Product Designer

vikramsm1300@gmail.com  
www.vikramsm.com  
www.linkedin.com/in/vikram-sm

I am a designer crafting the next generation of computational interfaces. I use my knowledge in design and technology to drive design processes from concept to delivery, and create impactful business solutions. I thrive in fast-paced environments that give me the opportunity to wear multiple hats, and grow as a designer and technologist.

### Experience

#### Symmetry Systems, Inc Lead Designer

Jun. 2022 - now  
Remote

- Second design hire at Symmetry: a generalist contributing to everything design. My work spans product, research, graphic, motion and brand design.
- Collaborating with engineers, solutions architects and the sales team to solve customer pain points through design-led solutions.
- Writing and pushing production-level code changes to our MUI-based design system. Working closely with the UI engineering team to test for accessibility and corner cases.
- Creating visual collateral for marketing and LinkedIn campaigns. A notable marketing campaign gathered 30k+ impressions and 2k+ website views in a month. Also integrated a data security resource library into our website for SEO and increased visibility in the market.
- Responsible for 90% of organic inbound growth. I achieved this through writing, directing and producing tailor-made product demo videos for sales enablement.

#### Tata Elxsi Automotive HMI Intern

Sep. 2021 - Dec. 2021  
Bangalore (Remote)

- Propelled a 200% increase in digital app and service integration for in-vehicle infotainment, specific to Indian market demands. This was based on qualitative research studies, which were presented to upper management and key decision makers.
- Ran a benchmarking study of 20+ competitors to define best-in-class in-vehicle experience for JLR. This contributed to the company's 3-5 year vision for their IVI systems.
- Pitched 2 GTM infotainment features for automotive market entry.
- Optimized design workflows by streamlining the Figma documentation system. Resulted in improved organization and task clarity for the team, while reducing tickets and boosting workflow efficiency.

#### Maker's Lab @ Tech Mahindra Frontend && Design Intern

Jun. 2021 - Sep. 2021  
Noida (Remote)

- Developed a responsive NLP-based chatbot UI for a global telecom company.
- Designed and developed an interactive webpage for an e-inauguration event attended by 200+ participants.
- Designed promotional graphics for the BHAML (Bharat Markup Language) initiative before embarking on its multi-city tour.
- Collaborated with SMEs and upper management to design detailed documentation, user flows, and wireframes for a field service representative (FSR) application in the automotive and aviation industry.

### Education

#### Diploma in Communication Design (in assn. with Parsons School of Design)

Indian School of Design and  
Innovation, Mumbai  
2018 - 2022

BA in Sociology  
University of Mumbai, Mumbai  
2018 - 2022

### Capabilities

User Experience Design  
Visual Design  
Frontend Development  
Motion Design  
Photo and Video

### Tools / Stack

Figma  
Photoshop  
Illustrator  
After Effects  
InDesign  
Final Cut Pro  
Blender  
JavaScript  
React