

# Vikram SM

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## WORK EXPERIENCE

### **Symmetry Systems, Inc**

*Product Designer*

**Jun. 2022 – now**

*Remote*

- Designed intuitive workflows enabling customers to visualize, identify, and protect their data effectively.
- Designed marketing collateral for campaigns resulting in 30k+ impressions and driving 2k+ website views.
- Revamped HubSpot website with UX principles, boosting retention and self-discovery
- Designed and integrated a resource library with DSPM and security terminology, optimizing for SEO.

### **Tata Elxsi**

*Automotive HMI Intern (Team: Jaguar Land Rover HMI)*

**Sep. 2021 – Dec. 2021**

*Bangalore (Remote)*

- Led benchmarking studies across 20+ competitors to define best-in-class in-vehicle experience. Result: Guided future designs, presented to the entire HMI team.
- Pitched 2 GTM features by researched infotainment pain points, achieving user narratives and robust UX flows for automotive market entry.
- Propelled 200% increase in digital app and service integration for in-vehicle infotainment, specific to Indian market demands. Backed by comprehensive user research, presented to upper management.
- Optimized Design Workflow by streamlining the Figma file system. Improved organization, task clarity, reducing tickets, and boosting workflow efficiency.

### **Maker's Lab @ Tech Mahindra**

*Frontend && Design Intern*

**Jun. 2021 – Sep. 2021**

*Noida (Remote)*

- Designed a responsive chatbot UI for a global telecom company.
- Created an interactive webpage for a memorable e-inauguration event attended by 200+ participants
- Produced promotional graphics for the BHAML initiative, promoting coding in native Indian languages during its multi-city tour.
- Collaborated with SMEs to design detailed documentation, flows, and wireframes for the FSR application in the automotive and aviation industries, improving process efficiency and touchpoint clarity.

## EDUCATION

### **ATLAS SkillTech University**

*Diploma in Communication Design (in assn. w/ Parsons School of Design)*

**June 2022**

*Mumbai, India*

### **University of Mumbai**

*BA in Sociology (with Psychology)*

**June 2022**

*Mumbai, India*

## CERTIFICATIONS

**Human-Computer Interaction (I-IV) – Georgia Institute of Technology – edX  
PY4E – University of Michigan - MOOC**

**2020-21  
2021**

## SKILLS & INTERESTS

**Technical Skills:** Figma, Photoshop, Illustrator, After Effects, InDesign, Final Cut Pro, Lightroom, Blender, HubSpot CMS, SEO, HTML/CSS, JavaScript

**Industry Knowledge:** User Experience Design, User Interface Design, Human-Machine Interface (HMI) Design, Prototyping, Visual Design, Interaction Design, First Principles Thinking, Systems Thinking, Information Architecture, Research, Ideation, Storyboarding, Motion Design

**Interests:** Coffee, Photography/ Videography, Consumer Technology, Reddit, Football, Serial Learning