

Summary

I am an aspiring graduate 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, From, Paediatric medicine delivery system for a brief by GSK to innovative flatpackable furniture for lifestyle brands. As a resilient imaginative creative problem solver. 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

F.r.a

Technical Designer

February 2025 - April 2025

London, England ,UK

- I supported the development of wayfinding, placemaking, and branded environmental elements through iterative prototyping, material testing, and component detailing, bringing a hands-on, user-centred approach to environmental and experiential design.
- Leveraging my product design background, I translated conceptual design ideas into precise technical drawings and specifications that align with architectural and spatial constraints, ensuring creative intent is preserved while meeting fabrication and installation requirements
- Worked closely with designers, architects, and fabricators to integrate brand and wayfinding strategies into the built environment. Contributed to high-profile commercial projects of client such as Braintree (Landsec), Battersea Power Station, and Mayo Clinic , applying a product designer's perspective on form, function, and user interaction across diverse spatial contexts.

Dream Deadline Works.

Freelance Industrial Designer

December 2023 - Present

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 & CMF consulting for an upcoming brand "House of Sach" 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

London, England ,UK

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

- Designed an innovative paediatric medicine delivery solution that improved medication adherence, accountability and addressed the local stigmatization on the affected communities.
- Investigated medication challenges in economically disadvantaged regions, affecting over 3,70,000 children in sub-Saharan Africa.
- Prioritized sustainability, and proposed a solution reducing production to supply Carbon footprint by 20%.
- Iterative testing and observation played a crucial role in refining the final concept, ensuring it addressed multiple underlying issues such as adherence, stigmatization, and compliance in the treatment of antiretroviral therapy for paediatrics.

January 2022 - August 2022

New Delhi, India

AfterConcepts Engineering

Junior Industrial Designer

- 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.

Education

Graduated - 2023

Brunel University

London, England ,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.
- Industry Collaboration Project on E-bikes & Sleep wellbeing with V-Group & Roberts.
- Dissertation Project with GSK: Paediatric Solid Dose Delivery (ODT)

Skills

- | | |
|---------------------------------------|---|
| • Cross-functional Project Management | • Supplier & Manufacturer Collaboration |
| • User Experience Design | • CMF Development |
| • UX Research | • Life Cycle Assessment |
| • Ethnography | • Hand Sketching |
| • Keyshot | • Rapid Prototyping |
| • Solidworks | • Packaging Design |
| | • Sketchup |
| | • Physical Modelmaking |
| | • Technical Design Documentation |

Design Portfolio

Web Portfolio

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

Linkedin

<https://www.linkedin.com/in/vinayak-syam-75437715b/>