



# vm anoop

Industrial Designer  
Mechanical Engineer

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*"As a creative being, I love to tell stories and create experiences through product and services, to make the user's life easier and better for the planet also"*

## EDUCATION

**Masters in Industrial Design**  
Jönköping University  
Sweden (2017 - 2019)

**Bachelors in Mechanical (Production) Engineering**  
Kerala University  
India (2005 - 2009)

## ACHIEVEMENT

**WINNER**  
**JIBS Entrepreneur Challenge 2019**  
Team of 4, Developed a business strategy for Jönköping Energi.

## SKILLS

### SOFTWARE SKILLS

Autodesk Alias  
Rhinoceros  
KeyShot  
Photoshop  
InDesign  
Illustrator

### DESIGN SKILLS

Strategic design thinking  
Design research  
Team Leadership  
Co-creation  
Story telling  
Prototyping

## LANGUAGES

English  
Hindi  
Malayalam  
Tamil

## INTERESTS

Photography  
Film making  
Cooking  
Trekking

## EXPERIENCE

**Lecturer**  
**Jönköping University**  
Jönköping, Sweden. July 2019 - Present  
Involved in teaching courses such as Autodesk Alias, Digital sketching, Design Philosophy, Design methodology and User experience design.

**Master Thesis**  
**Greenworks Tools Europe AB**  
Jönköping, Sweden. Feb 2019 - Aug 2019  
Developed 'Handle concept for String trimmer' to improve the user experience by focusing on physical and cognitive ergonomics. DFM and DFA were other areas of focus.

**Industrial Design Intern**  
**Greenworks Tools Europe AB**  
Jönköping, Sweden. Sep 2018 - Oct 2018  
Involved in Visual Brand Language implementation, brain storming session, design discussions and evaluation sessions.

**Furniture Designer**  
**Baakas Design**  
Ahmedabad, India. Nov 2016 - April 2017  
Exploring the possibilities of concrete and developed 8 ready-to-produce concrete furniture concepts along with its mold by communicating local mold making and producers.

**Cofounder and Designer**  
**White Collar Arts**  
Kerala, India. Oct 2010 - Nov 2016  
Developed the brand from scratch. Conducted market research, vendor development, furniture and interior designing, manufacturing, marketing.

## COLLABORATION

**Design Manager**  
**IKEA, Academic project**  
Sweden. Oct 2019 - Dec 2019  
Managed the team of 8 to develop a new product sector for IKEA. Main responsibilities include keeping track of time and tasks, conducting brainstorming sessions, reporting progress, planning strategies for presentations, building mock-ups for testing and full-scale prototype.