



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

Technical Lead - Industrial Design
HCL Technologies
Bengaluru, India. June 2021 - Present

Lecturer
Jönköping University
Jönköping, Sweden. July 2019 - May 2021
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, 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.