

RAJASEKAR S

INDUSTRIAL DESIGNER

CONTACT

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Chennai, India

SKILLS

Solidworks	Keyshot
Adobe Photoshop	Blender
Adobe Illustrator	Figma
Adobe Indesign	Rhino

EDUCATION

UPES – School of Design Studies

Masters in Design

2017 – 2019

AYA Design Academy

Master Diploma in Design

2016 – 2017

R.M.D Engineering College

Bachelors in E&I Engineering

2012 – 2016

CERTIFICATES

Google UX Design Professional Certificate – 2024
Human Computer Interaction) – IxDF
SAP Certified Design Thinking – IxDF

WORKSHOPS

Conducted Design workshops in collaboration with MOTOR VIKATAN.

ABOUT

I am an industrial designer with more than six years of experience, known for my impactful contributions to businesses through design. My greatest strength lies in my ability to identify and solve valuable problems. With a discerning eye for aesthetics and design process, I consistently deliver exceptional results. I thrive on taking on new and challenging projects, prioritizing the team's success over individual accolades.

WORK EXPERIENCE

Butterfly Appliances – A Crompton Subsidiary

Deputy Manager – Lead Industrial Designer Oct 2021 – Present

- Leading the industrial design department in Chennai in collaboration with the industrial design department at Crompton (Parent company).
- Develop comprehensive design assets, including conceptual sketches, CAD models, physical prototypes, and high-quality renderings/animations, to convey design intent effectively.
- Creating CMF guidelines across the product lineup.
- Collaborate with marketing, engineering, and manufacturing teams to align designs with strategies, requirements, and constraints.
- Partner with specialists in graphic design, usability, and craftsmanship to deliver immersive and impactful user experiences.
- Experienced in mentoring junior designers and adapting design intent throughout the development process to balance creativity and practicality.

AYA Design Studios

Principal Designer Aug 2019 – Sep 2021

Clients – Global TVS, Harita TVS, Greaves Electric Mobility, TVS Electronics, Arnatdes, Subha Solutions, Eruvaka Technologies, The eplane company.

- Actively lead discussions on design briefs with clients to align project goals and expectations.
- Drive innovative concept generation to pitch impactful project outcomes.
- Maintain seamless communication with client teams throughout the design development process.
- Skilled in collaborating with multiple design teams in fast-paced, dynamic environments.
- Proficient in 3D computer modeling, project management, and visual communication to deliver exceptional design solutions.

Ashok Leyland

Design Intern 2019 | 6 Months

- I was part of the Styling team, developing concepts for trucks and buses, focusing on the exterior and interior.
- I worked on individual thesis and team projects, reporting directly to the Ashok Leyland Design Director.