VIGNESHWARAN

Design Generalist

designbyvignesh.com

Summary

Experienced Automotive UI/UX Designer specializing in intuitive digital interfaces, user experience optimization, and scalable design systems for in-vehicle applications.

Skills

UI/UX Design	Design System	Figma
HMI	Visual Design	Proto Pie
Automotive UX Research	3D Visualization	Rive
Wireframing	Iconography	Blender
Prototyping	Motion & Interaction Design	Adobe CC

Experience

Lead Designer, Bugatti-Rimac
Oct 2022 – Present

Led the UI design of Bugatti Tourbillon in collaboration with the Design Director and stakeholders, co-created the user experience strategy, and developed a modular design system to ensure consistency, intuitive interactions, and a refined digital experience aligned with Bugatti's brand identity.

Led the UI design of Driver Coach, an internal AI-driven ADAS application designed to help drivers learn and enhance their performance. Focused on UX strategy, AI integration, and performance analytics, enabling drivers to track progress, refine skills, and make informed decisions through an optimized, human-centered design approach.

Senior Visual Designer, Robert Bosch
2018 – 2022

Designed UI/UX for internal projects, web applications, and branding, including illustrations and iconography. Collaborated with a multidisciplinary team on automotive UI design and 3D visualization for in-vehicle systems. Developed POCs to support business acquisition, contributing to securing new projects

Multi-Disciplinary Designer, Freelancing
2017-2018

Collaborated with clients and studios to translate ideas into brand identities, packaging design, and product visualizations, delivering tailored design solutions across various industries.

Product Development Engineer
2016 - 2017

Engineered IoT solutions for agriculture and manufacturing, gaining hands-on expertise in product development. Designed schematics, programmed embedded systems, and ensured product functionality through rigorous testing.

Education

M. Sc. in Electronics and Communication Systems
SNR Sons College of Arts and Science, Coimbatore, Tamil Nadu, India
2014 - 2016

B.Sc. in Electronics and Communication Systems
SNR Sons College of Arts and Science, Coimbatore, Tamil Nadu, India
2011 - 2014