Mohammed Shamil K M

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B.Des - Bachelor of Design
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Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	Indian Institute of Technology, Guwahati	7.61 (Current)	2018 - Present
Senior secondary	JNV Malappuram (CBSE board)	93.2%	2017
Secondary	JNV Malappuram (CBSE board)	10.0	2015

Experience

- **Product Design Intern | Sprinklr, Gurugram**   *Jun 2021 - Jul 2021*
Worked closely with product, design, management & research teams to strategize product vision for Modern Care reporting dashboard. Took complete ownership of the project from conception to final design & led efforts to improve user experience through divergent and iterative approaches.

- **Product Design Intern | Merkle Science, Bangalore**   *May 2021*
Spearheaded the research, ideation, conceptualisation & prototyping of a novel product aimed at risk assessment and monitoring of illegal activity of VASPs (Virtual Asset Service Providers). Created motion graphics explainer videos aimed at improving user understanding of the company's crypto regulatory products.

- **Metaverse Experiential Designer | Bulliever Island**   *Aug 2021 - Ongoing*
Involved in conceptualization & design of the framework, experiences & interactions surrounding the gamified metaverse for the community (Holders of Bulliever Island's NFT collection). Designed the website and UI for the digital asset marketplace. Made 3D motion graphics videos for promotion & branding of the metaverse.

- **3D Motion Design Intern | Sprinklr, Gurugram**   *Jul 2020 - Nov 2020*
Researched trends in digital product video campaigns to identify components involved in the creation of videos. Led the creation of a scalable modular framework for motion design that helps craft introductory, explanatory & promotional means of video communication. Created template libraries that include 50+ reusable 3D assets to streamline the process of video creation within the company.

- **UX Designer | Fleet, A Digital Yearbook**   *May 2020 - Jun 2020*
Revamped the look and feel of the product & defined a visual identity. Designed the UI considering technical constraints & collaborated iteratively with developers during handoff. The product was tested with the graduating batch of IIT Goa with 200+ signups and 2100+ written testimonials.

Projects

- **Agent & Supervisor Gamified Reporting Dashboard**   *Jun 2021 - Jul 2021*
Rimpy Batra, Senior Product Design Manager, Sprinklr
  - The reporting dashboard is centred around metrics to derive actionable insights, empowering the Care personas to make data-driven decisions & measure their own performance w.r.t. peers.
  - Collaborated with research & data team to understand Care personas in-depth, map out their behaviours and needs. Identified user goals and relevant KPIs for each persona. Designed end-to-end gamified reporting experience. Created a polished prototype of the solution with micro-interactions & animations.

- **Merkle Discover - A Virtual Asset Service Provider Screening Tool**   *May 2021*
Vikram Aditya, AVP Product, Merkle Science
  - Designed a risk assessing product that assists government entities and regulatory bodies to screen VASPs and generate a comprehensive report of all the transactions.
  - Researched & analysed the market surrounding cryptocurrency regulations. Identified potential use cases that can be built upon. Condensed relevant metrics into comprehensive & interpretable visualisation of data. Created Hifi prototypes of the final solution.

- **StockSense - An App for Novice Traders** *Jan 2021 - Apr 2021*
  Prof. Shakuntala Acharya, Assistant Professor, Dept. of Design, IIT Guwahati
    - StockSense aims to improve financial literacy in India by reducing the entry barrier to stock trading & providing learning tools to beginners.
    - Established the scope & identified gaps in the ecosystem. Identified target audience goals through extensive user research & literature reviews. Created Hi-Fi prototypes based on needs & insights.

Technical skills

- **Design Skills:** Brainstorming, User Research, Journey Mapping, Wireframing, Persona Creation, Prototyping, Micro Interactions, 3D/2D Motion Graphics, Photography, Video Editing
- **Hi-Fi Mockups and Prototyping:** Figma, Adobe XD, Framer
- **Motion Design:** After Effects, Cinema 4D, Octane
- **Miscellaneous:** Illustrator, Photoshop, Substance Painter, Solidworks, Unreal Engine, Spark AR

Positions of Responsibility

- **Core Team, Creatives, Techniche, IIT Guwahati** *Oct 2019- Oct 2020*
  (The Annual Techno-Management Festival of IIT Guwahati)
  Part of a 5-member team that led a team of 35 freshers with a focus on individual growth and mentoring. Shared the responsibility of handling social media creatives, brand communication, content creation and visual language of the fest.

Achievements

- **Kriti IITG 2019, Inter Hostel Fest:** Secured 1st prize in 'Teach Finance Module.'
- **Kriti IITG 2018, Inter Hostel Fest:** Secured 1st prize in 'Prakriti environmental video making competition.'
- **JNV National Science Exhibition, 2016:** Represented JNV Malappuram at the national level by securing top positions in the following stages:
    1. **Qualifiers stage:** Bagged 1st position among all the participants from the Malabar cluster.
    2. **National level:** Bagged 3rd position amongst all the JNV's from Hyderabad region, thereby qualifying for nationals held at JNV Kanpur.

Extracurriculars

- **Design Championship 2020, DoD, IITG:** Member of the organising team.
- **Technothlon City Representative Malappuram, 2019:** Conducted Technothlon in Malappuram with a participation of more than 110+ students from 3 schools.
- **Alwaan 2018, The First-Year Design Exhibition:** Member of the organizing team.
- **OzChi 2019:** Completed the 24-hour HCI Design challenge, in a team of five.

Key courses taken

- Design Analysis and Evaluation Methods
- User Research Methods
- Physical and Cognitive Ergonomics*
- Interaction Design
- Systems Approach to Design
- Design Management*

  * To be completed in Nov 2021