**Nikhil K Amble**

**Industrial Designer**

[**Portfolio**](http://aknikhil20.wix.com/amble#!projects/cm8a)

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**About**

Eight Years of continuous advancement as an **Industrial designer** in Product and Interaction Design. With years, I have gained experience working globally on various projects from concept development to market launch. With a mechanical Engineering background, I have done Post graduation in Industrial and Transportation design from Coventry University, UK. I specialize in technical innovation, product design, human factors and user experience.

**TECHNICL SKILL SET**

Photoshop InDesign Illustrator Axure

Rhino/Alias Hypershot Sketching Prototyping

**Education**

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#### [Coventry University](http://www.linkedin.com/college/?eduSchool=Coventry+University&trk=prof-edu-school-name), UK 2007 - 2008

##### PG Diploma in [Industrial & Transportation Design](http://www.linkedin.com/search?search=&keywords=Industrial+%26+Transportation+Design&sortCriteria=R&keepFacets=true&trk=prof-edu-field_of_study)

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##### [Bangalore College of Engineering and Technology](http://www.linkedin.com/college/?eduSchool=Bangalore+College+Of+Engineering+and+Technology&trk=prof-edu-school-name) 2002 - 2006

##### Bachelor of Engineering - Mechanical

**PROFESSIONAL SUMMARY**

* Accomplished professional in Rapid 2D Ideation, 3d modeling - Product design and Technical innovation
* Leading new product development team.
  + Managed and mentored a diverse team of designers and engineers.
* Global Experience in **Product design**, **Branding**, **UI and User Experience**
  + Wireframe, Mockups, Paper prototype, high end graphic images for publishing, online and print
  + GUI’s for simple software, Ios and android studio and responsive websites( HTML5, CSS3)

[*www.getaroundknee.com*](http://www.getaroundknee.com)*,* [*www.buzz4health.com*](http://www.buzz4health.com)*,*

* Achieved 3 patents, TM and authored a Surgical Protocol for CE marked PrePlan.
* Strong Understanding of Human factors, aesthetics, consumer electronics, Medical devices and automotive design
* **Laying the Foundation Award**

**PROFESSIONAL EXPERIENCE**

**Freelance– INDUSTRIAL DESIGNER**  Oct ’13 – Current

* Concept Development and product design on various client based projects across the globe.
* Logo design, Visual design, story board & presentation, Interaction design. Website and UI.

**STRYKER – INDUSTRIAL DESIGN ENGINEER**  Jun ’10 – Sept’13

Stryker Medical, Kalamazoo, USA

* Concept Development, story board for Infection Control, Waste Management System and Air bed.
* Branding, promotion, Visual design- **Intouch** beds- I suite family, [**Get Around Knee**](http://www.getaroundknee.com/) campaign, **website, banners**, TV commercial

Stryker Global Technology Center, India

* **Lead Designer** for PrePlan, HAT, HLRF Smart tool. Concept development & Product Branding
* Creative **design lead** for web, visual, GUI and mobile products.
* Leading **new product development team** and mentoring designers and engineers through concept evolution and design review phases. Understanding business need from the end user perspective. **Project planning**
* **Product training.**.
* Managed and mentored a diverse cross functional team of designers and engineers
* Setting up Industrial Design capabilities at the Stryker Global Technology Centre, India and build a winning team
* Significant contribution in Patient specific instrumentation. Knee Implant design and positioning using CT scan imaging. Pre- Operative Planning and inventory control.

**Highlights**

* Authored Surgical Protocol for Posterior Referencing Knee Surgery system using PrePlan.
* Achieved **3 Patents, Laying the foundation award**, Outstanding team award and the Best Team award.

**Tools:** Rhino, Mimics, 3matic, Photoshop, Illustrator, Indesign, HTML 5, CSS 3, Jquery, Javascript

[**MOTOR MIND**](http://motormind.in/)**, INDIA – INDUSTRIAL DESIGNER**  Jan’09 – Jun ‘10

* Creative lead on the development and translation of the design strategies for automotive form, styling and digital experiences
* Build, Manage and develop a cross functional of designers and prototype specialists.
* Concept generation, sketching, 3d modelling, graphics through to 3D visuals and presentations.
* Design and build prototypes for automotive body kits, fitments

**Tools:** Sketching, Prototyping, Rhino, Hypershot, Photoshop, Illustrator

**HALFORDS LTD, UK – Technician** Oct ’07 – Jan ’09

* Fitting and maintenance of automotive and bike parts and compnents

**SUNDARAM MOTORS, INDIA – MECHATRONICS ENGINEER** May ’06 – Aug ‘07

**Responsibilities**

* Overseeing the maintenance of Mercedes cars and serviceability of parts and components.

**PERSONAL DETAILS**

* Date of Birth : 20-07-1984
* Marital Status : Married
* Nationality : Indian
* Languages : **English** (Fluent), **Hindi** (Fluent), **Kannada** (Mother Tongue), **Danish** (Basic),
* Address : # 225, 3rd main, 1st Floor, Brindavan Extn, Mico Layout, Arekere Bangalore: 76
* Mobile : +91 9740022199

[**Website**](file:///C:\Users\Awesome\Desktop\Website) **:**  <http://amble.co.nf>

**PROJECT DETAILS**

**Get** **Around Knee**

GetAroundKnee was a huge campaign lead in USA to bring around awareness to choose the right kind of implant before undergoing a knee surgery for a patient. It was a huge project which included branding, TV commercials, website and the intent to launch a similar platform for emerging market which later transformed to PrePlan.

Contribution**:** Visual and Graphic design for Banners, branding and publishing across all media platforms. User Interface buttons, icon design for [www.getaroundknee.com](http://www.getaroundknee.com)

**Revision Knee Navigation**

Precision is a desktop application and prized possession for Stryker. It allows surgeon to accurately place the implant intra operatively

Contribution**:** Understanding user requirement, persona,User Interface, User experience, visual design, splash screen, Typography

**PrePlan**

PrePlan was a follow up for Get Around Knee but a revamped version and had additions to suite the emerging market. The idea further developed to providing patient specific instrumentation at a low cost while underling the benefits and accuracy and a minimal invasive surgery (MIS) technique.

Contribution**:** As a Lead designer, PrePlan included working on patient specific blocks, designing of blocks, analyzing the 2d scans(CT) and 3d models for bones for surgeon reference, user requirements, process flow, ipad application, android app, logo & icon design, visual design, user experience, branding and promotional material, publishing marketing collateral including Authoring Surgical protocol

HLRF Smart tool

Smart Tool is a web based application that aids surgeon in deformity correction on bones mostly tibia. Patient has a smart tool that receives messages and performs operations like tightening/ relaxing pins on HLRF case wrapped around the deformed bone at a set time.

Contribution**:** Story board, illustrations,Product design, rendering, overlooking UI for the application.

**WMS (Waster Management System)**

UI/UX for IPad application to control the set of 4 WMS

**Buzz4health**

Buzz4health was a freelance project for website design that answers all medical querries and a platform to set appointments, meetings, followups with doctor and receive regular updates on selected topics.

Contribution**:** Logo design, concept development, wireframes, prototypes, graphic design, UI/UX (HTML 5 and CSS output), mobile application design

**In2Lifesciences**

In2Lifesciences is an EU funded organisation, where I have collaborated in designing and developing a bio medical solution for abusive drug intake and control.

Contribution**:** Understanding user requirement, Product design, story board, illustrations

And a few other freelance projects around application designing for mobiles and ipad.