

Vignesh

Lead UX/UI Designer

Designbyvignesh.com

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[LinkedIn](#)

Lead UX/UI designer with 8+ years of experience in automotive HMI systems, design leadership, and product design. Proven track record of leading cross-functional teams and delivering comprehensive design systems from concept to certification. Expert in design system architecture, user research, and creating sophisticated interfaces for complex technical products.

Experience

UX/UI Lead Designer

Bugatti Rimac – Tourbillon HMI Project

2023 – Present

- Led a 5-person design team in creating a comprehensive HMI design system for Bugatti's \$4M+ hypercar over a 2-year development cycle
- Designed and documented 12 interconnected applications with 1,000+ interaction flows, 100+ custom icons, and 50+ reusable components
- Established chromatic discipline (black-and-white palette) and design principles that enabled timeless, brand-aligned interfaces
- Created flexible design system supporting both LTR and RTL layouts with equal refinement across all language configurations
- Coordinated with engineering teams to achieve CarPlay, Android Auto, and SiriusXM certification while maintaining design integrity
- Conducted C-level and test drivers user testing sessions throughout development to validate design decisions

UX/UI Designer

Rimac Automobili – Rimac Nevera HMI Project

2022 – 2023

- Designed Driver Coach AI feature, an intelligent performance coaching system for the world's fastest production electric hypercar
- Led comprehensive user testing with professional racing drivers to validate coaching interface effectiveness
- Created sophisticated data visualization systems for real-time performance metrics and AI-driven insights
- Developed electric blue visual identity that differentiated the product while maintaining premium brand standards
- Collaborated with AI engineers to design intuitive interfaces for complex machine learning features

Visual Designer

Robert Bosch GmbH

2018 – 2022

- Created visual design solutions for automotive user interfaces and digital products
- Collaborated with cross-functional teams to deliver cohesive design systems
- Developed UI components and design patterns for automotive applications
- Contributed to design system documentation and visual design guidelines

Freelance Designer

Independent

2017 – 2018

- Worked with various clients on digital product design projects
- Delivered end-to-end design solutions from concept to final implementation
- Developed expertise in automotive and luxury brand aesthetics
- Built portfolio demonstrating range and quality of design work

Embedded Product Designer

Omniscient Tech

2016 – 2017

- Designed user interfaces for embedded systems and IoT devices
- Worked closely with engineering teams in a startup environment
- Created design solutions within technical and hardware constraints
- Developed rapid prototyping skills for fast-paced product development

Skills & Expertise

Leadership & Strategy

- Product Strategy
- Cross-functional Collaboration
- Stakeholder Management
- Design Team Leadership
- Design Systems Architecture

Leadership & Strategy

- HMI Design
- User Research & Testing
- Interaction Design
- Visual Design
- Design Documentation

Leadership & Strategy

- 3D Design & Visualization
- Design Research & Analysis
- AI-Powered Design Tools
- Rapid Prototyping (Vibe Coding)
- Motion Design & Animation

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

Key Achievements

- Delivered complete HMI design system for \$4M+ luxury hypercar meeting stringent certification requirements
- Created 1,000+ interaction flows demonstrating exceptional documentation and systems thinking capabilities
- Successfully balanced brand heritage with modern interface requirements across multiple premium automotive projects
- Validated designs through extensive user testing with C-level executives and professional racing drivers