



Sachin Nediya Parambath

Associate Design Director

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WORK EXPERIENCE (8+ years)

Automotive | Health care | Consumer electronics | Live entertainment | IT processes | Design for differently-abled | Social design | Retail Experience

- frog Design, Munich, Germany (Nov 2021 - Present)**
Associate Design Director, Senior Product Designer
 - BMW**
Transformed BMW's legendary mainframe market maintenance tool, integral to the online configurator into a cloud-based web application enhancing scalability, introducing advanced functionalities, and improving user experience.
 - B/S/H**
Outlined the Experience Strategy, Foundational Design and Style guide crafted to assist BSH product teams for the visionary Iconic UI for the home appliances, preparing it ready for the market launch.
 - Siemens**
Designed a cutting-edge data-driven tool in collaboration with data scientists to revolutionise production planning, boosting efficiency and precision in the field of production planning.
 - Bayer**
Developed an intuitive user interface for a proprietary AI algorithm to enhance accessibility and streamline the early drug discovery phase. This interface will democratise the use of advanced AI, enabling a larger audience to leverage its unmatched contributions in identifying potential drug candidates efficiently.
 - Reydux**
Envision and design an iOS application for next generation live entertainment experience focusing on hassle free ticketing, frictionless payments, social engagements as well as loyalty program. Partner project with artist Solomun and Pacha Ibiza.
 - Halliburton**
Designed a live 3D visualisation tool that would help the driller to visualise the well-bore and the formation layers inside the sub-surface of earth, to help the driller to make informed decisions during the well-manufacturing process
- Robert Bosch Technical and Business Solutions GmbH (Feb 2020 - Oct 2021)**
Stuttgart, Germany
User Experience Design Specialist
Client : Rolls-Royce Power Systems, Friedrichshafen, Germany
 - IT Concierge**
Led the design team to create a responsive web application that would provide a concierge-like experience for all IT matters of RRPS employees.
 - Go!dZilla Research**
Core team member and lead of research team (India region), to understand the end customers' needs and network distribution areas of RRPS.
- Robert Bosch Engineering and Business Solutions (Feb 2017 - Feb 2020)**
Bangalore, India
Senior Interaction Designer
 - Asian Paints - In-store experience**
Led the design team to study and understand ways to improve meaningful experiences of customers in the Asian Paints 'Colour Ideas' store.
 - Cafe Coffee Day - Coffee machine interface**
Led the design team to understand the coffee market in India and make a facelift by redesigning the machine tablet (industrial design) and the HMI(interaction/visual design) to create a next-generation experience for its customers.
 - Digipath**
Core team member to design a smart automated medical instrument for pathology labs for an enhanced body fluid analysis using AI.
- Futuring Design Pvt.Ltd. (July 2016 - Feb 2017)**
Pune, India
Industrial Designer
 - Godrej Kitchen Solution**
Core team member to design smart kitchen drawers and organisers for Indian households

PROFESSIONAL SKILLS

User Research, Synthesis & Validation

Qualitative user research | Contextual interviews | Focus group interviews | Co-creative workshops | Journey maps | Affinity mapping | Service blueprints | User validation | A-B Testing | On-field product testing

Design

Creative thinking | Information architecture | Task-flow | User-flow | Wireframe | Visual design | Infographics | Interactive Prototypes | Understanding material behaviour | 3D - modelling | Digital Rendering

Project Management

Project planning and proposal | Project pitching | Agile design planning and execution | Sprint planning | Customer communication | Cross-functional teams collaboration

Tools

Figma | Sketch | Adobe XD | Voice flow | Proto-pie | Adobe Illustrator | Adobe Photoshop | Adobe Premier Pro | Adobe After Effects | Adobe Lightroom | Keyshot | Rhinoceros

EDUCATION

Masters in Design (M.Des) (2014 - 16) ----- 9.25/10
Indian Institute of Technology, Kanpur, India

Bachelor of Engineering (Mechanical) (2009 - 13) ----- 8.44CGPA
Nandha Engineering College, Erode India

AISSEE (2009) ----- 74.8%
Kendriya Vidyalaya Kanjikode, Palakkad, India

PATENTS & COPYRIGHTS

Anubhav (Patent No: 201611026411)
An efficient writing tool for visually impaired

Ocha 2.0 (Design Reg. No : 283233)
A Smart Tea maker

Project Umbrella (Copyright No : 2325/2016-CO/L)
A workshop kit to spread awareness on child sexual abuse.

ZO - e (Design Reg. No : 284940)
An Electric Mono-wheel cycle

PUBLICATIONS

Design to prevent isolation felt by school children with speech problem

Published a paper entitled "Design to prevent isolation felt by school children with speech problem" in the digital proceedings of OzCHI 2015.

Aerodynamic exterior body design of bus

Published a paper entitled "Aerodynamic Exterior Body Design of Bus" at International Journal of Scientific and Engineering Research in 2013.

AWARDS & HONOURS

Gandhian Young Technological Innovation (GYTI) Award (2017)
Rashtrapati Bhawan (Presidential Palace), India

Anubhav, writing tool for visually impaired

Bronze A' Design Award (2015-16)

Ocha 2.0, Customisable Tea Maker

Ranjan Kumar Memorial Award (2016)

Project Umbrella, Best socially relevant project by any graduating student of any department of IIT Kanpur

Runner up OzCHI 24hr International Student Design Challenge (2015)

Design to prevent isolation felt by school children with speech problem

INTERNATIONAL COLLABORATIONS

Aalto University Helsinki, Finland (2015-16)
Product Development Project

University of St. Gallen, Switzerland (2015)
CollaboraFon Workshop (2015)

ABOUT ME

Name	Sachin Nediya Parambath
Date of Birth	29.01.1991
Nationality	Indian
Marital Status	Married
Languages	English, German (B1), Hindi, Malayalam
Interests	Photography, Cycling, Travel, Music
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