

SACHIN NEDIYA PARAMBATH

Associate Design Director, frog Munich

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PROFESSIONAL SUMMARY

Senior Product Designer with 9+ years of experience leading user-centred UX strategy and interaction design across browser-based web platforms, consumer iOS, enterprise software, medical products, B2B2C products and connected-device experiences. Skilled at turning complex workflows and data into intuitive experiences through research, user flows, wireframes, mockups, high-fidelity prototypes and iterative usability testing. Experienced in cross-functional partnership with product, engineering and business teams from discovery through delivery; design systems and guidelines; design advocacy grounded in user evidence; and AI-enabled personalisation & product experiences. Hands-on designer and design leader with client-facing experience at Siemens Energy, BMW and Fresenius Medical Care.

WORK EXPERIENCE

Associate Design Director | *frog, part of Capgemini Invent, Munich, Germany* (July 2024 to Present)

- **Siemens Energy Gamesa x SCADA MySite360 (2026):** Led UX strategy and design for a B2B2C browser-based platform used by multiple roles to monitor, control, analyse and administer wind-farm assets. Led global user research, defined a North Star vision, and delivered wireframes, a high-fidelity prototype and a development-ready MVP while managing two designers. Shaped the product's AI direction and designed AI features; presented recommendations to Siemens Gamesa business leadership, including the VP of Product, contributing to project extensions.
- **Siemens Energy x ORO (2026):** Led end-to-end UX strategy for an AI-native procurement platform (ORO), engaged by Siemens Energy to improve the tool's usability and performance. Navigated a complex, multi-stakeholder setup spanning the platform vendor, client, and internal teams, translating diverse priorities and business requirements into a unified, prioritised set of UX improvements, supported by user flows, storyboards and mockups. Owned the project from initial evaluation through final recommendations, balancing an improved user experience with real-world technical and business constraints.
- **Siemens Energy, One Supplier Portal (2025):** Led North Star vision and end-to-end UX design for a global SAP-based procurement platform. Secured six project phases with a €700,000 budget through strong client relationships and quality of work. Conducted periodic qualitative and quantitative user testing and used feedback to inform design iterations and synthetic personas; partnered with product, engineering and commercial stakeholders from concept to shipped product.
- **Fresenius Medical Care, Gemini Dialysis Platform (2024 - 25):** Led two parallel design streams with a team of 8+ designers, setting UI quality standards and interaction principles across hardware HMI and a companion app. Designed wireframes, user flows, storyboards, mockups and high-fidelity prototypes, including AI features; validated designs through user testing and defined a design system for the 2030 product generation, supporting clinical usability, accessibility and consistency across the patient journey.

Senior Interaction Designer | *frog, part of Capgemini Invent, Munich, Germany* (Nov 2021 to July 2024)

- **BMW, Configurator Backend (2023 - 24):** Led UX design for the migration of a legacy mainframe tool to a scalable cloud-based web application. Defined the North Star vision and MVP scope, established a RACI and collaboration approach, and ran sprint rituals to align engineering and stakeholders across subsequent phases. Advocated for user-centred design decisions using UX best practices and user-testing evidence while balancing technical effort, delivery timelines and business priorities.
- **Reydux, Live Entertainment iOS App (2023):** Led end-to-end UX and UI design for a B2C live entertainment platform, including a complete rebrand, delivering a consumer iOS app alongside a business-facing app used by venue teams and door staff, with user flows, storyboards and mockups. Designed a loyalty and rewards experience alongside ticketing and payments flows, in partnership with Solomun and Pacha Ibiza, covering the full monetisation journey from discovery to purchase to repeat engagement.
- **B/S/H, Iconic UI Design System (2023):** Defined experience strategy and created B/S/H's new Iconic design system, a premium design language across 8 product categories, documented as a scalable DLS and pattern library on Frontify and rolled out across 4 global markets (China, Middle East, Europe and North America), demonstrating design systems thinking at organisation scale.
- **Bayer, AI Drug Discovery Interface (2023):** Designed an intuitive UI for a proprietary AI application, broadening accessibility for non-technical researchers and translating complex data signals into clear, actionable narratives.
- **Siemens, AI-Driven Production Planning Tool (2022):** Designed an AI-integrated interface enabling data scientists and operators to collaborate on optimisation, surfacing complex data as simple, contextual decision support.

- **Halliburton, 3D Well Visualisation Tool (2021):** Built a real-time 3D visualisation interface for a B2B2C product, enabling drillers to interpret complex subsurface data and make better in-context decisions.

UX Design Specialist | *Robert Bosch TBS GmbH, Stuttgart, Germany* (Feb 2020 to Oct 2021)

- **Rolls Royce Power Systems, Go! Manage Fleet Suite:** Envisioned and designed a fleet management suite enabling real-time monitoring and control of global fleets, translating complex data into clear decisions for mission-critical use cases.
- **RRPS, IT Concierge:** Designed a responsive, concierge-style IT support web application serving all RRPS employees globally, replacing fragmented legacy channels with a unified, self-service product.

Senior UX Designer | *Robert Bosch Engineering and Business Solutions, Bangalore, India* (Feb 2017 to Oct 2021)

- **Bosch Healthcare, Smart Pathology Analyser:** Designed a smart medical device & its HMI for AI-powered analysis, creating a clear, trustworthy product for lab environments.
- **Cafe Coffee Day, Automated Coffee Machine HMI:** Led HMI design for next-generation automated coffee vending machines with intuitive, tablet-based customer touchpoints reaching high-volume consumer footfall.

EDUCATION

Master of Design (M.Des), 9.25 / 10 | Indian Institute of Technology (IIT), Kanpur | 2014 to 2016

Product Development Project, in partnership with Aalto University, Finland

Bachelor of Engineering, Mechanical, 8.44 / 10 | Nandha Engineering College, Erode, India | 2009 to 2013

SKILLS

Consumer UX: End-to-end consumer product design, ticketing, payments, and loyalty and rewards experience design, multimodal design (screen, voice, gesture, wearable), information architecture, prototyping, accessibility

UX Leadership: North Star vision, cross-functional leadership and collaboration (RACI), design advocacy and prioritisation, Agile, client relationship building, presenting to business leadership, stakeholder management, design critique and mentoring

AI & Data Interfaces: AI-powered UI design, data-to-narrative translation, generative AI tools (Claude, FigmaMake, Walkme, Maze, ChatGPT, Midjourney, Adobe Firefly)

Design systems: Figma component libraries, Frontify documentation, scalable pattern libraries, brand and design language, MCPs

Research: Generative and evaluative research, user testing, usability testing, contextual inquiry, journey mapping, service blueprints, co-creation workshops

Tools: Figma, Sketch, Adobe Creative Suite, ProtoPie, Voiceflow, Confluence, Jira

Languages: English (full professional), German (B1), Hindi, Malayalam, Tamil

AWARDS, PATENTS AND PUBLICATIONS

Awards

- Gandhian Young Technological Innovation (GYTI) Award (2017): Anubhav, a writing tool for the visually impaired, presented at Rashtrapati Bhawan, India.
- Bronze A' Design Award (2015 to 16): Ocha 2.0, Customisable Smart Tea Maker.
- Ranjan Kumar Memorial Award (2016): Project Umbrella, best socially relevant project, IIT Kanpur.

Patents

- Anubhav (Patent No. 201611026431)
- Ocha 2.0 (Design Registration No. 282323)
- ZO e (Design Registration No. 284940)
- Project Umbrella (Copyright No. 2325/2016 CO/L)

Publications

- "Design to prevent isolation felt by school children with speech problems", OzCHI 2015.
- "Aerodynamic Exterior Body Design of Bus", International Journal of Scientific and Engineering Research, 2013.