

PARAG SARMA

Design Educator & Industrial Designer

Portfolio Link ~ <https://www.paragidesign.in/>

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ABOUT MYSELF.

Hi, I am Parag Sarma, hailing from North-East of India- Assam, the tea capital of India. I am a passionate UI/UX and Product Designer. My Design and Research focus on the intuitive User Experience Design and User Interface Design for Process Automation/Industrial Automation Domains. Also, I am interested in Designing Immersive Media Experiences and Creativity as an Educational Medium.

I have accomplished projects in a variety of Domains, Drawing inferences from Cultural Values, Technological and Material Science Advancements, and Futuristic Design Ideas. Many of my Designed Digital Applications (B2B and B2C) and Consumer Design Products are in commercial use. Also, I have experience conducting various Design Workshops across India.

Presently, I am working as an Assistant Professor (Interaction & Product Design) at Department of Design, Anant National University, Ahmedabad, Gujarat, India.

EDUCATIONAL QUALIFICATIONS.

M.Des in Industrial Design (Toy & Game Design)

National Institute of Design,
Gandhinagar, Gujarat **2009 ~ 2012**

MVA in Sculptures (Creative Sculptures)

Faculty of Fine Arts, MS University of Baroda
Baroda, Gujarat **2007 ~ 2009**

BFA in Sculptures

Faculty of Visual Arts, Indira Kala Sangit Vishwavidyalaya
Khairagarh, Chhattisgarh **2003 ~ 2007**

SKILLS.

Academic Skills

Industrial Design . UI/UX Design . Toy & Game Design . Design Education . Curriculum Development . Human-Computer Interaction . Design Drawing (Freehand & Analytical) . Materials & Model Making . Form Studies . Design Research . Visual Design . AR/VR/MR . Design Thinking . Craft Documentation . Data Visualizations . Design System . Design Workshops . Cognitive Ergonomics.

Design Tool Skills

Adobe Creative Suite . MS Office Suite . Rhinoceros 3D . Luxion KeyShot . Balsamiq . Figma . Miro . Other latest trendy Design Tools.

RESEARCH INTERESTS.

User Research . User Experience Design . Human-Computer Interaction . Design System . Design for Special Needs .

Toys & Games for Education & Skill Development . Form Studies . Storytelling . Design for Elderly People . AR/VR/MR etc.

PROFESSIONAL EXPERIENCES.

Anant National University, Gujarat Aug, 2023 ~ Present

Assistant Professor (Interaction & Product Design)

As an Assistant Professor, I am responsible to teach Interaction Design, User Experience Design and Product Design Courses for B.Des and M.Des (Masters in Integrated Product Design) students of Anant National University.

Major Subjects- Form Studies (UG), Human-Computer Interaction (UG & PG), Research Methodologies (UG & PG), Information Architecture (UG & PG), Low Fidelity Design (UG & PG), High Fidelity Design (UG & PG), Heuristic Evaluation (UG & PG), Usability Testing (UG & PG), Introduction to Interaction Design (UG & PG), Capstone Projects (Graduation Projects for UG & PG).

Unitedworld Institute of Design, Karnavati University, Gujarat Jun, 2022 ~ Jul, 2023

Assistant Professor (Interaction & Product Design)

As an Assistant Professor, I am responsible to teach Interaction Design, User Experience Design and Product Design Courses for B.Des and M.Des students of Unitedworld Institute of Design.

Major Subjects- Form Studies (UG), System Design (PG), Human-Computer Interaction (PG), Research Methodologies (UG & PG), Information Architecture (UG & PG), Low Fidelity Design (UG & PG), High Fidelity Design (UG & PG), Heuristic Evaluation (UG & PG), Usability Testing (UG & PG), Material & Model Making (UG), Cognitive Ergonomics (UG & PG), Graduation Projects (UG & PG).

ABB (ASEA Brown Boveri) Research & Development, Bangalore Feb, 2021 ~ May, 2022

Lead UX Designer (Managed a team of 02 UX Designers & 04 UI Designers from Switzerland, Sweden & India)

Responsible for User Experience Design for Industrial & Process Automation products. Created comprehensive, seamless and intuitive User Experience for ABB Global Automation products (PAN India/Sweden/Poland/Switzerland).

Major Projects- 800XA NGT (Web & Desktop Application), Symphony Plus - Distributed Control Systems (Desktop Application).

Yokogawa Electric Corporation, Bangalore Feb, 2017 ~ Feb, 2021

Senior UX Designer (Managed a team of 02 UX Designers & 03 UI Designers from Japan & India)

Responsible for User Experience Design for Industrial & Process Automation products. Created comprehensive, seamless and intuitive User Experience for Yokogawa Global products.

Major Projects- Yokogawa Design System - V01 & V02 (Internal Web Application), DLM/Device Lifecycle Management (Web Application), AMNIMO - E Commerce (Web & Mobile Application), AMNIMO - VAP (Web & Mobile Application), FieldMate Device Viewer (Windows Desktop & Tablet Application), Real-time Production Organizer (Web Application), Algae Energy Bio-Science (Web Application), OperX ELN/Laboratory Information Management System - LIMS (RealWare Smart Glass based Application), DCS (Windows Application), Virtual Reality Simulator - a VR based tool for Industrial Training (Designed for Yokogawa Indonesia).

Compassites Software Solutions Pvt. Ltd, Bangalore Nov, 2014 ~ Jan, 2017

UX Designer

Experience in partnering with internal and external stakeholders to Discover, Create, Improve and Expand the User Experience. A proven history of cutting-edge Interface Designs and Information Architectures for websites and mobile applications through a User-Centred Design Process by conducting User Research, Identifying Personas, Card Sorting, User Journey Mapping, Story Boarding and Task Analysis to create High Fidelity & Low Fidelity Wireframes, Clickable Prototypes and Visual Mock-Ups.

Major Projects- Carzonrent (Cab Rental Service - Mobile Application), Authentix Ghana (Ghana Govt. Excise Deptt. - Web Application), BlueStone (Online Jewellery Shopping - Mobile Application), yatra.com (Cab Booking Service - Mobile Application), Fly-Hi (Travel Tracking - Mobile Application), SIS Security System (Security System - Mobile Application), Magicbricks.

TI Cycles of India, Murugappa Group, Chennai *Sep, 2013 ~ Oct, 2014*

Deputy Manager (*Product Design & Development*)

Responsible for Product Design & Development, Brand Identity & CMF (Colour/Material/Finish) of Kids Bicycle. During this period, my skills aided in rolling out various Strategic Products that were aggressively targeted against competitors.

Major Projects– BSA Champ Ambush Bicycle, BSA KIDZ Bicycle, Phillips Supercat Bicycle, BSA Ladybird Bicycle (CMF), BSA Champ Toonz Bicycle (Re-Design), Various Accessories Design for BSA Bicycle Segment of TI Cycles of India, Murugappa Group.

DESIGN WORKSHOPS.

Character Design Workshop, Kamrup, Assam 2018

Design Mentor (*Character Design Specialist*)

Mentored as a specialist for Character Design Workshop for B.Voc Final Year students (Deptt. of Animation and Graphic Design), Sualkuchi Budram Madhab Satradhikar College, Kamrup Distt, Assam.

Doll Making Craft Workshop, Agartala, Tripura 2013

(Sponsored by North-Eastern Development Finance Corporation Ltd, NEDFi, Tripura)

Design Specialist (*Trained more than 30 Craftsman for the Doll Making Craft Clusters*)

As a Designer and Trainer, I mentored Craftsmen at Design, Development, and Skill Upgradation Workshop, Agartala, Tripura.

ACHIEVEMENTS & SCHOLERSHIPS.

Merit Scholarship

Received Merit Scholarship from Eminent Toy Designer Mr. Sudarshan Khanna, in the field of Toy Design in Feb, 2011 (National Institute of Design, Gandhinagar, Gujarat).

National Cultural Scholarship to Young Artists, MHRD

National Scholarships to Young Artists in the Field of Sculptures, Ministry of Human Resource Development, 2007 ~ 2009.

LICENSES & CERTIFICATIONS.

Faculty Development Programme (FDP)

Unitedworld Institute of Design (UID), KU, Gandhinagar, Gujarat.

Issued- Jul 2022.

Senior Level Management Programmes (Design & User Experience)

ASEA Brown Boveri (ABB), Bangalore, India.

Issued- Feb 2022.

Learning Design Research (Design & User Experience)

LinkedIn.

Issued- Aug 2021.

So You Want to Do a PhD in Interaction Design?

India HCI 2020 Conference.

Issued- Nov 2020.

Write a Paper for India HCI 2022

India HCI 2020 Conference.

Issued- Nov 2020.

Design in India for India and the World

NASSCOM Design4India, Bangalore, Karnataka.

Issued- Feb 2019.

Orbit Shifting Innovation Workshop by Rajiv Narang & Devika Devaiah

TI Cycles of India, Murugappa Group, Chennai, Tamil Nadu.

Issued- Jul 2014.

DESIGN PATENT.

Design Patent, Yokogawa Electric Corporation, Japan 2019

Patent Name- *Portable Communications Device with a Graphical User Interface.*

Patent Details- Patent No: US D928826 · Issued Aug 24, 2021C

Patent Link- <https://www.freepatentsonline.com/D928826.pdf>

RESEARCH & PUBLICATIONS.

Sarma, P. (2025). *“Implementing the craft interactive teaching approach in special education: a case study of Prabhat Foundation for children with intellectual disabilities.”* Vol. 10, Issue No. 06, pp. 487 – 496, [International Journal of Novel Research and Development/IJNRD], Impact Factor- 8.76, ISSN No. 2456-4184

DOI: <https://www.doi.org/10.56975/ijnrd.v10i6.307916>

Sarma, P., Das, N., Shah, V. (2025). *“Blending digital and physical interfaces: a cognitive ergonomics approach to smart usability while practicing for academia.”* Vol. 09, Issue No. 06, [International Journal of Scientific Research in Engineering and Management/IJSREM], Impact Factor- 8.58, ISSN No. 2582-3930

DOI: <https://www.doi.org/10.55041/ijsrem49573>

Das, N., Sarma, P., Shah, V. (2025). *“Educational games: the powerful tool for the overall development of pre-schoolers.”* Vol. 09, Issue No. 05, [International Journal of Scientific Research in Engineering and Management/IJSREM], Impact Factor- 8.58, ISSN No. 2582-3930

LINK: <https://ijsrem.com/download/educational-games-the-powerful-tool-for-the-overall-development-of-pre-schoolers/>

Sarma, P., Das, N. (2023). *“A diagnostic study on ui design guidelines for field operators in process automation industries.”* Vol. 97, Issue No. 5(I), pp. 53 – 63, [Journal of the Asiatic Society of Mumbai – UGC Care Group 1 Journal], Impact Factor- 6.40, ISSN No. 0972-0766

LINK: https://www.researchgate.net/publication/374451557_a_diagnostic_study_on_ui_design_guidelines_for_field_operators_in_process_automation_industries

Nand, M., Sarma, P., Das, N. (2023). *“Physical health and safety hazards in textile industry.”*

Vol. XXV, Issue No. 5, pp. 09 – 18,

[Rabindra Bharati Journal of Philosophy – UGC Care Group 1 Journal],

Impact Factor– 4.70, ISSN No. 0973–0087

LINK: https://www.researchgate.net/publication/388498024_Rabindra_Bharati_Journal_of_Philosophy_physical_health_and_safety_hazards_in_textile_industry

DECLARATION.

All the information mentioned above in the Curriculum Vitae is correct to the best of my knowledge & belief.

Place
Ahmedabad, Gujarat