

# JAGAN MURUGAN

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D.O.B: 16<sup>th</sup> August 1974



## Summary

*I would like to introduce myself as an Industrial Designer/Educator and as an artist. There is a very thin line between an artist and an Engineer.*

*My core strength has been focused on design, planning, management, execution & installations.*

*I am also experienced in Value Engineering and application of Frugal Innovation principles in Design. I am able to redesign or restructure the existing manufacturing process to improve the Value of a*

*product and yet optimizing the production cost. I have my experience in Research and Development for developing and manufacturing new products or process as the need demands.*

*To see my detailed Industrial Portfolio please follow the link below*

<http://www.coroflot.com/jaganmurugan/portfolio>

[www.linkedin.com/in/jagan-murugan-23015940](http://www.linkedin.com/in/jagan-murugan-23015940)

**TECHNOLOGY**  
*feasibility*

**HUMAN**  
**VALUES**  
*Usability*  
*desirability*

**BUSINESS**  
*viability*

**DESIGN**  
*innovation*

## Highlights

- New Product Design
- Design Management
- Brand Identity
- Market Research
- Trend Analysis
- Visual Merchandising
- Client Relations
- Superb management skills
- Project budgeting
- Conceptualization
- Visual Thinking
- Marketing
- Project Management/ Coordination
- Manufacturing Technology
- MS Office (Word, Excel, Power Point)
- Adobe (Photoshop, PageMaker)
- ACAD
- 3DMax
- MS Visio
- MS Outlook
- MS Projects
- Tally 9
- Sketching/ Cartooning/ Painting
- Model Making/ Material Simulation Systems
- Technical/ Creative Writing
- Design of Toys, Furniture
- Joineries/ Jigs & Fixtures

# Design Education Experience

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Jun 21-24, 2022	<b>External Jury Member</b> <b>4<sup>th</sup> SEM INDUSTRIAL DESIGN</b> <b>NID BHOPAL</b>	Was invited as an external jury member of the 4th Semester students of Industrial Design
Apr 2, 2022	<b>WORKSHOP ON</b> <b>JOY OF PLAY</b> <b>INTRODUCTION TO DESIGN FOR CHILDREN</b>  TOFFEERIDE, Kochi, Kerala, India	The workshop is designed to give the Design Professionals to an outlook into the world of a Child. They were guided to think like a child and play like a child which eventually will allow them to understand the persona of a child. This assists them to develop their skills in Designing for Children (Child UX, Games and Apps). Did a live assignment on a forum theater platform.
Mar 12, 2022	<b>Workshop On Design Thinking Application</b> <b>JOY OF PLAY</b> <b>(Designing For Children – Child UX, Games &amp; Apps)</b>  Faculty Of Journalism & Creative Studies Jagran Lakecity University, Bhopal, MP	The workshop is designed to give the Design Students to an outlook into the world of a Child. They were guided to think like a child and play like a child which eventually will allow them to understand the persona of a child. This assists them to develop their skills in Designing for Children (Child UX, Games and Apps)  Did a live assignment on a forum theater platform where the participants were divided into small groups and were asked to present skits as children of various age groups on issues faced by children.
Mar 09, 2022	<b>BAND BAJA AUR NAUKRI</b> <b>How to attend an interview for Internships</b>  National Institute of Design, M.P.	Presented a motivational Talk to the Final Year Design Students on how to attend an interview for Internships. The importance of attitude and appearances was made clear . Also how to talk and present ones works was discussed. The importance was given on how to prepare ones portfolio & Curriculum Vitae
Feb 2022 – Mar 2022	<b>DESIGN MANAGEMENT-III</b> <b>INNOVATION &amp; ENTREPRENEURSHIP</b>  Textile & Apparel Design National Institute of Design, M.P.	Taught the course Innovation & Entrepreneurship (Design Management III) to Sixth Semester Textile & Apparel Design Students on Campus. The Course was specifically designed for the design students to encourage entrepreneurship. The final assignment was done in front of a live audience from the campus in a “ Shark Tank” format.
Aug 2021 – Dec 2021	<b>INNOVATION IN INDIA (JUGAD)</b> <b>UG IDM</b>  Department Of Design Space National Institute Of Fashion Technology-Mumbai	Taught the Course “Innovation in India- Jugaad” for Seventh Semester UG Industrial Design Students as an elective. The four month class was taken on an Online Platform. Group Discussions, Group & Individual Assignments were also done online. The Overall response was very good and we were able to rekindle the spark of innovation into the young minds.
June 2 & 3, 2021	<b>INTRODUCTION TO PRODUCT DESIGN</b> Department Of Architecture Rajiv Gandhi Institute Of Technology (Govt.) Kottayam, Kerala , India	Gave a 2 day Workshop with group assignment to Sixth Semester Architect Students (BArch) on a online platform. The purpose was to to give a brief introduction into Product Design as a profession and its importance in modern the Industry. A brief introduction to the Design Thinking Process was also given

# Accomplishments

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<b>Project 1</b> Jan 2002 - Aug 2002	<b>DESIGN OF NEWSPAPER DELIVERY TUBES &amp; DELIVERY BOXES FOR BICYCLES</b>  Malayalam Manorama (Newspaper), Kottayam, Kerala, India	Design of News Paper Delivery boxes for Cycles and Delivery Tubes Product/Market Research and Analysis as to the viability of the Product, Task analysis, Concept Generation, Ergonomic application, Techno Aesthetic Detailing, Prototype was made, Testing, Graphics, Sourcing of Manufacturers and Mfg. Drgs.
<b>Project 2</b> Oct 2002 - Dec 2002	<b>REDESIGN OF WELBOUND GREEN BOOK BINDING MACHINE</b>  Intimate Machines Pvt. Ltd., Thiruvananthapuram, Kerala, India	Redesigning of Book Binding Machine (120 Books per min) Techno Aesthetic Detailing, Structural & Engineering Modifications, Detailed engineering drawings, Manufacturing details, Panels and Assembly details. Control Panel interface design, Manual control and Touch Screen Control Panel
<b>Project 3</b> Feb 2002 -Mar 2002	<b>KONDAPALLY TOYS</b>  Directorate of Handicrafts, Government of Andhra Pradesh, India	The whole concept of craft development was redesigned by giving importance to the story telling aspect of the folk and their lore. The traditional Toys of Kondapalli were modified, keeping the traditional elements and method of making the same. The people were trained and developed to design their own toys
<b>Project 4</b> Mar 2007- Jul 2007	<b>DESIGN &amp; BUILD OF PRIMARY SCHOOL LIBRARY</b>  Al Hekma International School, Bahrain	The brief was to Design the library furniture and layout suitable for Primary school children. We had to provide for various activities like role play, puppet theatre etc while providing sufficient space for the display of books of various sizes and types.
<b>Project 5</b> Feb 2009- Feb 2010	<b>FACTORY /ADMIN BLDG INTERIOR LAYOUT (EPC)</b>  Ala For Industry (AFI), South ALBA, Bahrain	This project was taken as an EPC contract. The Client was the leading manufacturers and service provider for Hydraulic Pistons and connections in the region. The industrial layout of the factory was done within the premises based on the production requirements.
<b>Project 6</b> Apr 2009- Sep 2010	<b>DESIGN &amp; BUILD OF BOUTIQUE RESTAURANT</b>  Salad Boutique, Adliya, Bahrain	This project was taken as an EPC contract. The Client wanted to demolish an existing building and wanted to design a First Class 3 Storied Restaurant Building. The Building Architecture and interior layouts were done and executed.
<b>Project 7</b> Apr 2009- Sep 2010	<b>DESIGN &amp; BUILD OF STORAGE SPACES IN WAREHOUSE (EPC)</b>  A2D Logistics, Salmabad, Bahrain	The Client wanted to setup small lockable store rooms in order to rent it out to customers. The layout and the steel Structure were designed and executed

<b>Project 8</b>	<b>TRADITIONAL STYLE INDIAN RESTAURANT</b>	The Interior of the restaurant was done in traditional Kerala Style complete with the Thatched roof Juice Counter.
Apr 2009- Sep 2010	Mango Tree Restaurant, Manama, Bahrain	
<b>Project 9</b>	<b>DESIGN &amp; BUILD OF DIVING DEMO TANK FOR EXHIBITION</b>	This project was taken as an EPC contract. The client undertakes underwater welding works for Ships/ Rigs and wanted a Demo Tank to exhibit live under water welding at the Exhibition Centre. The Steel Structure was design and was fabricated as per the ASME specs.
Oct 2011- Feb 2012	BBIC, Hidd, Bahrain	
<b>Project 10</b>	<b>MECHANICAL WORKS PROJECT</b>	The complete Method statement for the Installation of Equipment and piping had to be prepared and coordinated with the respective teams. Method for the bringing in the Heavy equipment into the building had to be designed and executed. The O&M manual had to be prepared and handed over
Apr 2012- Jan 2013	BASF Plastic Additives Factory, BIIP, Bahrain	
<b>Project 11</b>	<b>DESIGN &amp; BUILD OF PLAYGROUND STRUCTURES</b>	The Play structure was designed based on the ancient Greek Legend of the War of Troy. One play structure was made as the Trojan Horse and the Other as the Wall of Troy. The entire structure and parts were made in the Factory in Bahrain and was shipped to Cyprus for assembly and installation
Jul 2013- Sep 2013	MD residence in Cyprus, POUILLIDES CONSTRUCTION COMPANY, Bahrain	
<b>Project 12</b>	<b>DESIGN &amp; BUILD OF MODULAR PREFABRICATED OFFICE BUILDINGS</b>	This project was also a EPC project. The complete Steel Structure was designed and built at the Factory Facility. They were pre-assembled and were transported to the final location at the port. They were then stacked on top of each other assembled at site.
Oct 2013 Jan 2014	Ship Repair Yard, Bahrain	
<b>Project 13</b>	<b>DESIGN &amp; BUILD OF VOX RECORDING STUDIO -COMMUNION, A Cherison Communications</b>	The Client wanted a Audio Visual Recording studio suitable for making YouTube Video Shows. The Entire flat space was re modeled and the space had to be made acoustic proof.
Jun 2017 Aug 2014	Company, UNISONOS Bldg. Bahrain	
<b>Project 14</b>	<b>DESIGN &amp; INSTALLATION OF SWIMMING POOL</b>	The Client wanted an infinity pool to be installed in the roof top of the 45 storey building. The calculation, the equipment selection and procurement and installation of the pool was executed
Jun 2019 Jan 2020	Villamar Seafront Project	
<b>Project 15</b>	<b>DESIGN &amp; INSTALLATION OF SWIMMING POOL CHILLERS</b>	The Design selection for the Swimming Pool Chiller was done with the technical team and was installed in 15 villas in Durrat al Bahrain
Jun 2020 Oct 2020	Durrat Al Bahrain	

## Experience (24 Years, 8 Months)

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- Jan 2022 to present: **Creative Director (ID)**  
**DESIGNANT INDUSTRIAL DESIGN SOLUTIONS,**  
**Ernakulum, Kerala, India**  
Job Role: To lead a team that may be composed of Industrial Designers, graphic designers, artists, or other creative professionals. To be involved in every aspect of a collaboration from the idea phase to the execution. During a project, to supervise and guide Designers, Technicians, artists, and Engineers to create or modify Products, Website etc.. To work independently, using their professional judgment to manage the day-to-day details of various projects.
- Sep 2021 to present: **Asst Professor (Design)**  
**COLLEGE OF ARCHITECTURE TRIVANDRUM,**  
**Thiruvananthapuram, Kerala, India**  
Job Role: Teaching a requisite number of classes, providing guidance and supervision to graduate students, participating in departmental meetings, and providing academic support
- Mar 2020 to Mar 2021: **Asst Project Manager (MEP)**  
**AWAL GULF MANUFACTURING CO. BSC.**  
**Manama, Bahrain**  
Job Role: MEP Projects Estimation, Sales & Project Management
- Aug 2017 to Feb 2020: **MEP Coordinator (Sr. Mechanical Engineer)**  
**AL HAMAD CONSTRUCTION & DEVELOPMENT**  
**Manama, Bahrain**  
Job Role: MEP Engineering, ID Fit outs, Coordination (Liaison Govt Authorities)
- Jan 2016 to Mar 2017: **Engineering Manager (Tie-In)**  
**MERCURY MIDDLE EAST WLL**  
**Manama, Bahrain**  
Job Role: Mechanical Engineering & ICA Works (EMS)  
(MONDELEZ Project Bahrain- OREO Biscuit Factory)
- Mar 2014 to Dec 2015: **Mechanical Projects Manager**  
**POULLAIDES CONSTRUCTION COMPANY WLL**  
**Manama, Bahrain**  
Job Role: Head of Mechanical Engineering Works , Coordinator MEP  
(Coca Cola Project Qatar)
- June 2013 to Mar 2014: **Factory Manager**  
**POULLAIDES CONSTRUCTION COMPANY WLL**  
**Manama, Bahrain**  
Job Role: Head of Interior Design Works and Mechanical Engineering Works , Coordinator Mechanical Projects
- April 2012 to Dec 2012: **Mechanical Works Consultant**

**BASF Plastic Additive Plant**  
**PANORAMA CONTRACTING & ENGINEERING SERVICES LTD.**  
**Manama, Bahrain**  
Job Role: Project Management, Process Piping and Equipment installation

Sep 2006 - Jan 2010:

**Founding Partner/Creative Director**  
**THE TOY FACTORY BAHRAIN WLL,**  
**Manama, Bahrain**  
Company Industry: Manufacturing and Production Job  
Role: Management/Designer

July 2003 – Sep 2006:

**Manager Design Research and Development**  
**DESIGNER SHAIK INC. ARABIA**  
**G61, Media Village, Entrance #61, Road#69, Al Hajar, Bahrain**  
Company Industry: FMCG Job  
Role: Management

Jan 2001 - March 2003:

**Chief Industrial Designer / MD**  
**BUBBLE DESIGN**  
**Opp Govt GHS, Kayamkulam, Kerala, India 690502, India**  
Company Industry: Consulting Services Job  
Role: Design/Creative

Jan 2001 – Feb 2002:

**Senior Mechanical Engineering**  
**CREATIONS INFRASTRUCTURE**  
**Trivandrum Kerala, India**  
Company Industry: Engineering Job  
Role: Engineering/Projects

Sep1996- May1998:

**Project Engineer**  
**L&T CEMENTS, LARSEN & TOUBRO LTD.**  
**4th Floor, Metropolitan Bldg, Bandra Kurla Complex,**  
**Mumbai, India**  
Company Industry: Engineering  
Job Role: Project Engineer / Procurement/ Inspection / Site coordination

## Education

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May 2001:

**Industrial Design (PGDPD)**  
**National Institute of Design, Ahmedabad, India**  
**Master's degree, Industrial Design**

July1996:

**BTech Mechanical**  
**Regional Engineering College, Calicut, Kerala, India**  
**Bachelor's degree Mechanical Engineer**

## Strengths

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Leadership Charisma, Strategic Planning, Dynamic Team player  
Sense of Responsibility, Highly Inquisitive, Creative and Resourceful,  
Excellent Skills in Communication, Knowledge of Manufacturing

## Skills

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Conceptualization/Visualization, Systems Thinking, Marketing, Material Estimation (Project/Manufacturing), Technical/Creative Writing, Project Coordination, Design of Toys, Furniture, Joineries/Jigs & Fixtures, Sketching/ Cartooning/Painting, Model Making/ Material Simulation

## Computer Skills

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MS Office (Word, Excel, Power Point, Publisher), Adobe (Photoshop, Illustrator, PageMaker), ACAD, 3DMax, MS Visio, MS Outlook, MS Projects, Tally9

## Show Case

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## References

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*Shri Sudharshan Khanna (Industrial Design)*  
*Activity Chairperson (Retired)*  
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*Shri Shashank Mehta (Industrial Design)*  
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