

Mehul Parmar

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Profile

Ph.D. candidate in Human-Computer Interaction (HCI) & AI and Senior Technologist with 15+ years of software engineering experience. Dedicated to bridging rigorous empirical research with scalable system architecture, with expertise in cognitive load, human-AI negotiation, and mobile solutions.

Education

- Pursuing Ph.D. in IT (HCI / AI)**, Asian Institute of Technology, Bangkok, Thailand *Ongoing*
- Research focused on human-centered AI, cognitive load, and decision support systems.
- Master in Management**, Mahidol University, Bangkok, Thailand *2020–2021*
- Dean's List, Major in General Management
- Bachelor of Engineering, Electronics and Telecomm.**, University of Mumbai, India *2008–2011*

Key First-Author Publications

- From Overload to Convergence: Supporting Multi-Issue Human–AI Negotiation with Bayesian Visualization**, CHI Conference on Human Factors in Computing Systems (CHI '26). Mehul Parmar, Chaklam Silpasuwanchai *April 2026*
- Awarded Best Paper (Top 1%), DOI: 10.1145/3772318.3790358
- Impact of User Mobility on Attentional Tunneling in Handheld Augmented-Reality**, CHI Extended Abstracts (CHI EA '23). Mehul Parmar, Chaklam Silpasuwanchai *April 2023*
- DOI: 10.1145/3544549.3585692

Software Engineering Experience

- Senior Technologist**, SCB TechX – Bangkok, Thailand *May 2018 – Present*
- Architected scalable LLM-powered systems (LangGraph, LangChain) and data pipelines, and previously led platform infrastructure for 20+ mobile banking apps serving millions of users.
- Senior Mobile Apps Developer**, Agoda (Nasdaq: BKNG) – Bangkok, Thailand *Nov 2015 – March 2018*
- Managed iOS architecture and massive-scale A/B testing implementations for global consumer apps spanning 138 countries to optimize user experience.
- iOS Developer**, Morningstar (Nasdaq: MORN) – Mumbai, India *April 2014 – Oct 2015*
- Senior Systems Engineer**, Infosys – Pune, India *Jan 2012 – Apr 2014*

Technologies & Research Skills

Research & Quantitative Methods: Empirical Study Design, Human-Computer Interaction (HCI), Human-Centered AI (HCAI), Statistical Analysis, ANOVA, Bayesian Modeling, Quantitative & Qualitative Methodologies, Cognitive Load Evaluation, A/B Testing.

Software Engineering & Applied AI: Architecting systems that support empirical studies (Python, PySpark, FastAPI, SQL). Implementing intelligent workflows (LangGraph, LangChain, LLMs) and full-stack evaluations. Robust mobile UX deployment spanning iOS (Swift), Web (React), testing automation, and cloud deployments (Certified Azure Solutions Architect Expert).