

DESIGN DEPARTMENT

Placement Brochure | 2023-24



DEPARTMENT OF DESIGN
IIT KANPUR



What to expect

TITLE OF THE BOOK
Placement Brochure

PLACE OF ORIGIN
Department of Designs
IIT Kanpur
Kalyanpur, Kanpur, UP

YEAR
2023

CONTENT AUTHORITY
Department of Design, IIT Kanpur

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Placement Brochure



Who We Are.

Vision

The Design Department offers training for students to synthesize technology and aesthetics in the service of human-needs. It encourages creativity, innovation, craftsmanship, and personal expression leading to evolution of products and services in the field of user experience/interaction design & visual communication. A number of projects interspersed during the training process provide adequate opportunities for brainstorming yielding product and services to meet social, environmental and business need. The technology-learning laboratories within the program as well as within IIT Kanpur prepare the students for careers in industries and also higher studies through hands-on-experience. Design students are encouraged to take courses outside the gamut of design as well. IIT Kanpur provides a broad-spectrum of courses and infrastructure in intense academic environment to achieve the above to build-in the students' adequate knowledge to make them stand tall in their professional and academic career.

Life at DoD

Towards achieving our vision, the family of students at the Design Department is composed of people from varied disciplines having unique talents. This diversity is threaded together by mutual understanding and cooperation, which characterizes the way of life here. Creativity here is not limited to academic projects. Students regularly take-up design projects outside their academic curriculum. Creative minds come together with enthusiasm to find innovative way of problem solving.

**Department of Design
IIT Kanpur**

Core Faculty



Dr. Nachiketa Tiwari
Head of the Department

Ph.D., Virginia Tech, Product Design, Acoustics and Noise Control, Solid Mechanics, Composite Structures, Vibrations, Automotive Systems, MEMS



Dr. J. Ramkumar
Professor

Ph.D., IIT Madras, Micro/Nano Manufacturing and New product/process development, Tribology, composite, Manufacturing Process modeling



Dr. Satyaki Roy
Professor

Ph.D., Visva Bharati University, Visual Communication, Folk Art and Crafts, Creativity, Cinema Studies, User Experience Design



Dr. Mainak Das
Professor

Ph.D., University of Central Florida Materials and Design



Dr. Koushiki Patil
Associate Professor

Craft Thinking, Design for Frugal Innovation, Communication Design, Video Installations, Art History



Dr. Vivek Kant
Associate Professor

Ph.D., University of Waterloo Human Machine Interaction, Human Factors, Human Systems Integration



Dr. Gowdham Prabhakar
Assistant Professor

Ph.D., IISc Bangalore, Human Computer Interaction (HCI), Robotics, Music Technology



Dr. Amar Behera
Associate Professor

Ph.D., KU Leuven Product design informatics, Industrial Internet of Things (IoT), Industry 4.0

Prof. Avinash Shende
IDC IIT Bombay
Form & Aesthetics, Creativity

Prof. D Udaya Kumar
IIT Guwahati
Typography & Visual Communication

Prof. Jhumkee Sengupta Iyengar
People Centered Strategy and Design

Prof. Nishant Sharma
IDC IIT Bombay
Automotive Styling

Prof. Raman Saxena
Design Thinking & Ergonomics

Adjunct Faculty

Backbone of DoD IIT Kanpur

Notable Alumni

**Vikas Chopra**

Head of Interaction Design part,
Samsung Design Delhi

**Rajamanohar Raj**

Co founder & CEO,
Aqua Connect

**Paridhi Verma**

UX Manager,
Google

**Shweta Nair**

Associate Design Director,
McKinsey & Company

**Prachi Jain**

UX Manager,
Google

**Romil Dipak Desai**

Head of Design,
Airtel Digital

**Lokesh Krishnamoorthy**

Sr. Experience Designer,
Adobe

**Rahul Mittra**

Sr. Experience Designer,
Adobe

**Hariprasad KV**

Interaction Designer,
Google

**Manjiri Deshpande**

Principal UX Manager,
Microsoft

**Nishant Rai**

Experience Design Lead,
Ericsson

**Vivekanand Polasapalli**

Sr. Interaction Designer,
Ericsson

**Mitali Bhasin**

Product Designer,
Meta

**Prantik Banerjee**

Sr. Design Manager,
Microsoft

**Mayank Tiwari**

Head of User Experience,
Blue Yonder

**Anand Sangani**

Sr. Experience Designer,
Amazon

**Surojit Dey**

Interaction Designer,
Phillips

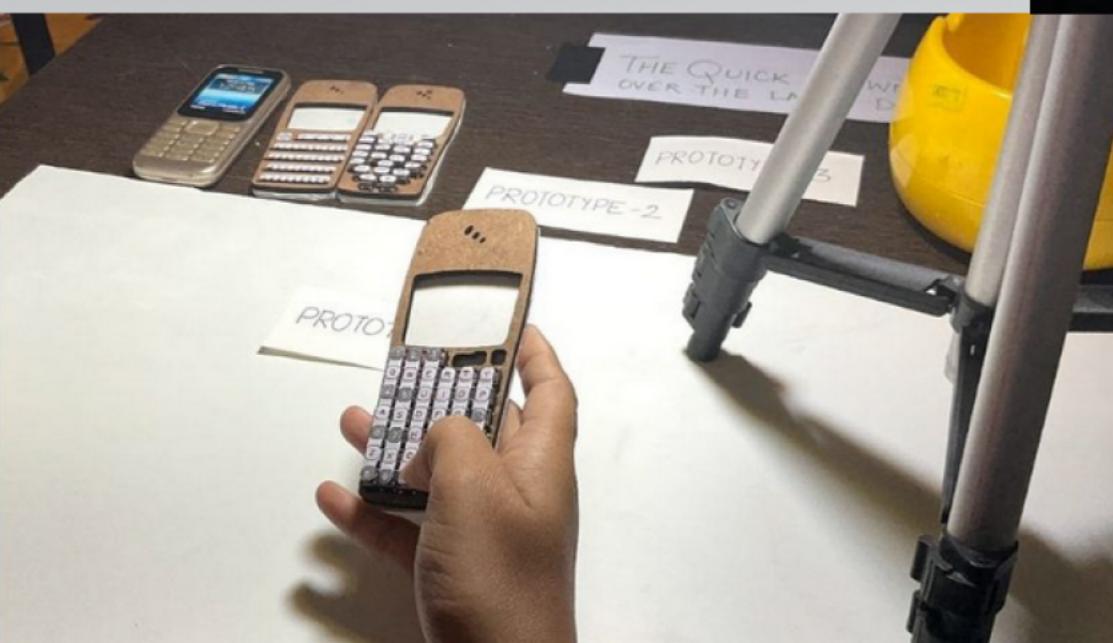
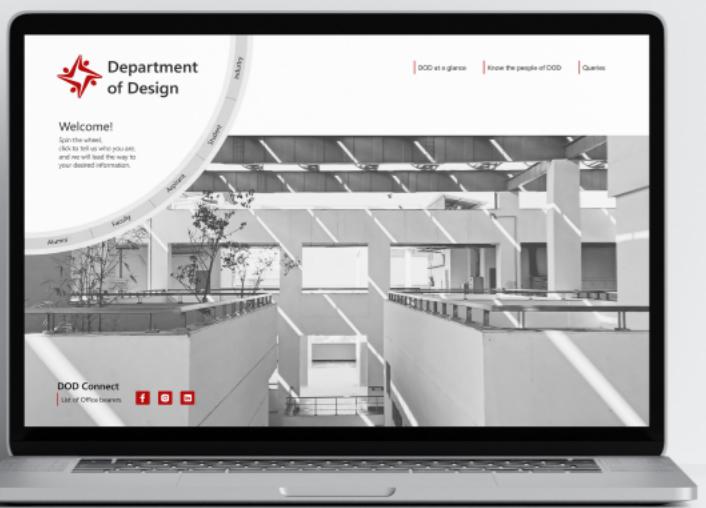
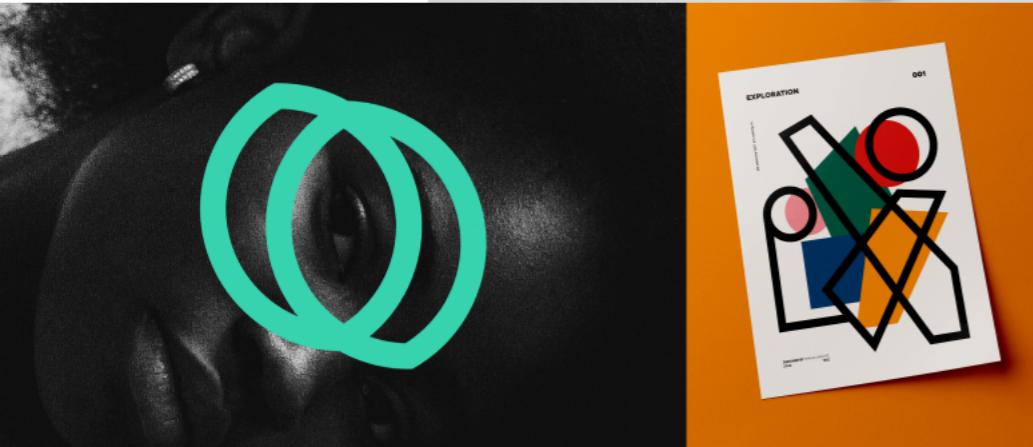
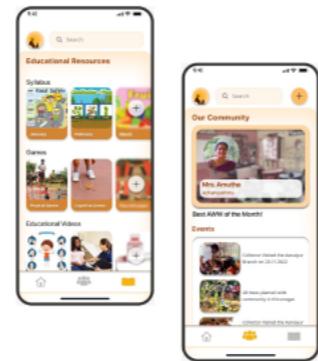
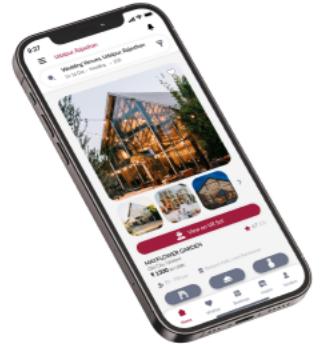
**Ekta Sachdev**

Lead Experience Designer,
Standard Chartered Bank

Our Alumni have been our constant source of support and inspiration comprising highly knowledgeable and skilled people of their fields: be it in corporate jobs, entrepreneurial ventures, research, leadership or academia. Being in touch with them since the beginning of our venture, has been extremely rewarding and fun.

Alumni Achievements

DoD, IIT Kanpur



Aspiring Designers

Our Department cultivates a dynamic community of visionaries who embrace a diverse range of disciplines, from the captivating realm of visual communication to the intricate world of interaction and product design.

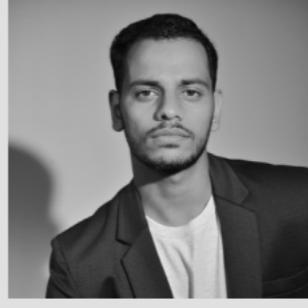
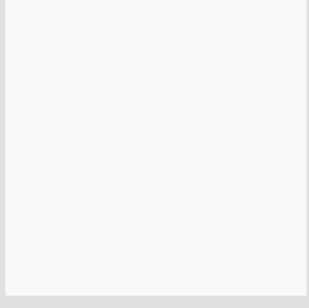
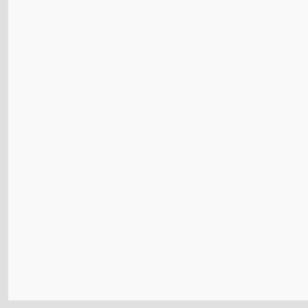
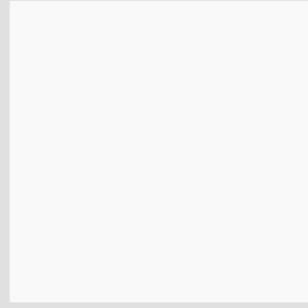
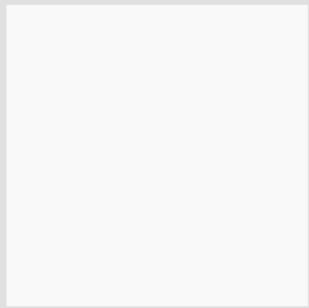
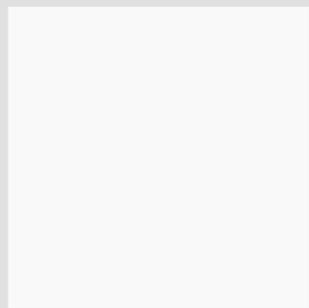
Driven by a shared passion for pushing boundaries, our students embark on a journey of exploration, collaboration, and growth.

2023 Batch Strength - 15

Areas of Specialization

Interaction Design
User Experience Design
Visual Communication Design
Motion Pictures and Film Making
Industrial Design

Meet the Team
DoD, IIT Kanpur



**“Design is how it works, and together,
we make it work beautifully.”**

What We Offer



Course Curriculum

The curriculum is planned in a manner to convert theoretical learning into tangible services & products, supplemented by thorough research. Course content is continually progressing to adapt to the changing arenas and sensibilities of design. From studying basics of design theory & practice to applying these in semester-long projects, the course provides adequate opportunity for brain-storming yielding product and services.

The department offers 3 distinct study tracks:

- User Experience & Interaction Design
- Industrial Design
- Visual Communication

Students culminate their learning into a design thesis project spread over the last two semesters.

Semester 01

- Design Practice I
- Integrated Product Design & Development
- Design Theory
- Design Project I

Semester 02

- Design Practice II
- Topics in Motion Pictures
- Electronics for Designers
- Design Project II

Semester 03

- Design for Human Machine Systemic Relationship
- Human Machine Interaction
- Design Thesis

Semester 04

- Design Thesis

Courses
Semester wise

Facilities & Infrastructure

The Workshop:

The Workshop in the department enables students to easily prototype their products, allowing them to easily and simply analyze the design in detail.

- 3-D printers: Zprinter650 and Raise 3D-pro
- CNC cutting machine
- Laser marking and etching machine
- Lathe, milling, drilling, and grinding machines
- Sheet metal shear machine
- Laser cutting machine
- Leather stitching, and component splitting machine
- Plant for phosphating, anodizing, and zinc plating
- A robust suite of large number of hand operated tools
- Hot Wire foam Cutter

4i Lab :

The 4i stands for Innovation, Integration, Incubation and Implementation. It's objective is to facilitate design evolution into complete products, envisaged as a central facility for concept design and product realization.

Digital Media Lab:

Equipped with direct input Wacom CINTIQ & iMac the students get to work on wide range of projects involving digital media, including illustrations, digital visualization, 3D modelling and rendering etc.

MedTech Lab:

It is a dedicated medical-grade product design and development centre by augmenting an existing facility, Imagineering Laboratory, at the Institute.

The Harmony, Interaction & Versatile Lab (HIVE) :

The lab provides facility to build a product & enable interaction by human users. It focuses on Human Machine Interaction research in the domains of Automotive, Robotics, Music, AR/VR and accessibility. It's equipped with SOTA sensors, trackers and a driving simulator.

Human Factors and Sociotechnical Systems Studios Lab (HFSS):

It incorporates human factors in complex sociotechnical systems from a holistic viewpoint sustaining the lived experience of the human as well as the designed dimension of the system. It includes Human Machine Interaction; Human Factors; Human Systems Integration; Prospective Ergonomics, and ; Interaction Design in Complex systems.

Media Technology Centre:

This centre is an attempt to encourage and cultivate a sense of appreciation and explore the skills involved in the new media for creative expressions.



Workshops



Apart from the international and national opportunities, we students get ample exposure through workshops and mentorships conducted by industry experts and faculties from other renowned Institutions. (IISc, IIT Guwahati, IDC IIT Bombay, NID, Aalto Design Factory, Helsinki etc.)

- **Form Exploration Workshop**
Prof . Avinash Shinde, IDC IIT Bombay

- **Typography Workshop**
Dr. Uday Kumar, IIT Guwahati

- **Creative Mindset**
Prachi Jain, UX Manager, Google

- **Techniques of UX Research**
Manas Singh, Senior User Experience Researcher, Oracle

Toy Design

- Manish Jain, Associate Teaching Professor, IIT Gandhinagar

Finite Element Analysis Workshop

- Dr. Nachiketa Tiwari, IIT Kanpur

Advance Product design

- Dr.Rajgopal Menon,

CAD (Autodesk Fusion)

- Dr. Nachiketa Tiwari, IIT Kanpur

Print Media & Book Design

- Ms. Sunandini Banerjee, Senior Editor and Graphic Designer, Seagull Books, Seagull School of Publishing

Mentorships:

Understanding and Application of AI in UX design (3 weeks)
Mentor: Vivekanand Polasapalli, Sr. Interaction Designer at Ericsson, Sweden

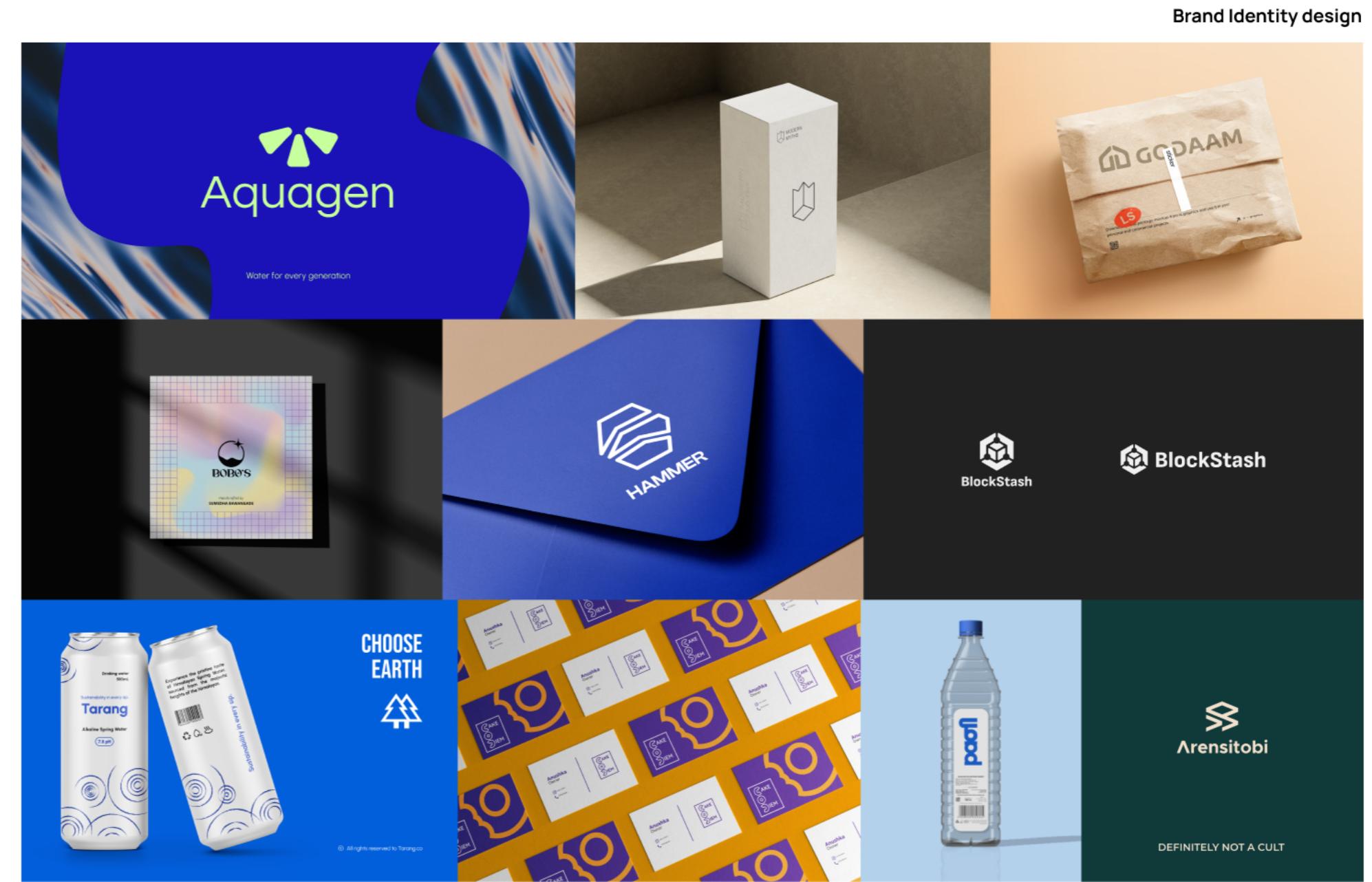
Holistic approach to Design (1 week)

Mentor: Simarjeet Singh Ahuja, Product Designer, META

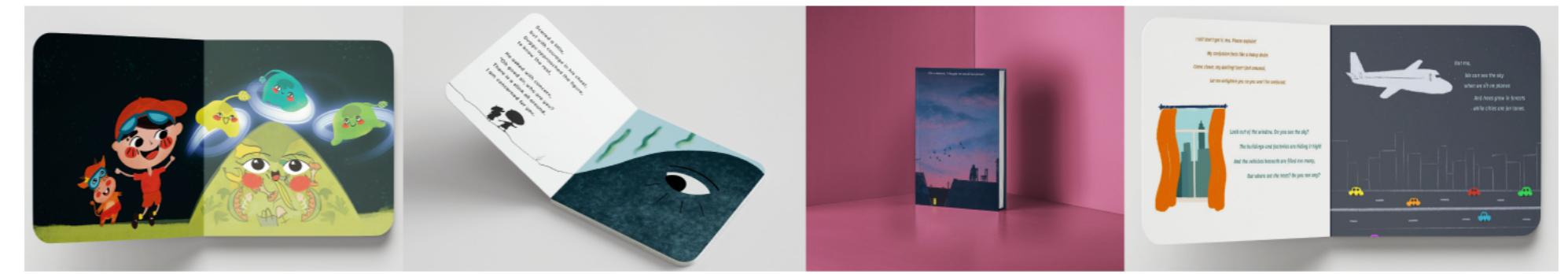
Exploring Design Workshops & Mentorships

Student Works

IIT Kanpur's Department of Design students innovatively advanced visual communication, blending art and technology. We harnessed design principles to create impactful visual narratives, enhancing cross-disciplinary collaboration and engagement. Our work exemplifies the synergy between creativity and technology in the realm of communication. Some of us have taken part and received accolades in national competitions conducted by reputed institutions and organizations.



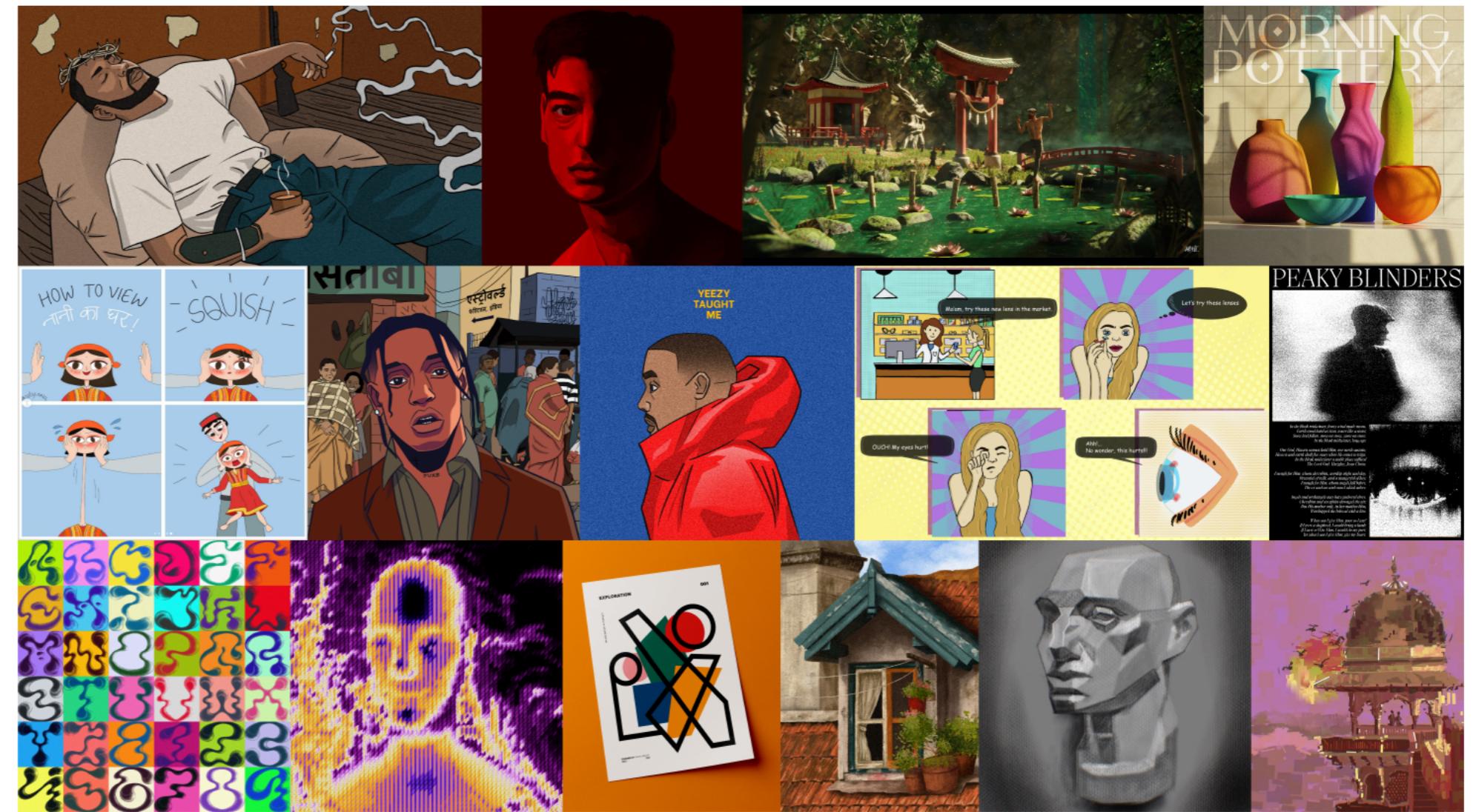
Brand Identity design



Storybooks

Visual Communication and Graphic Design

Student Works

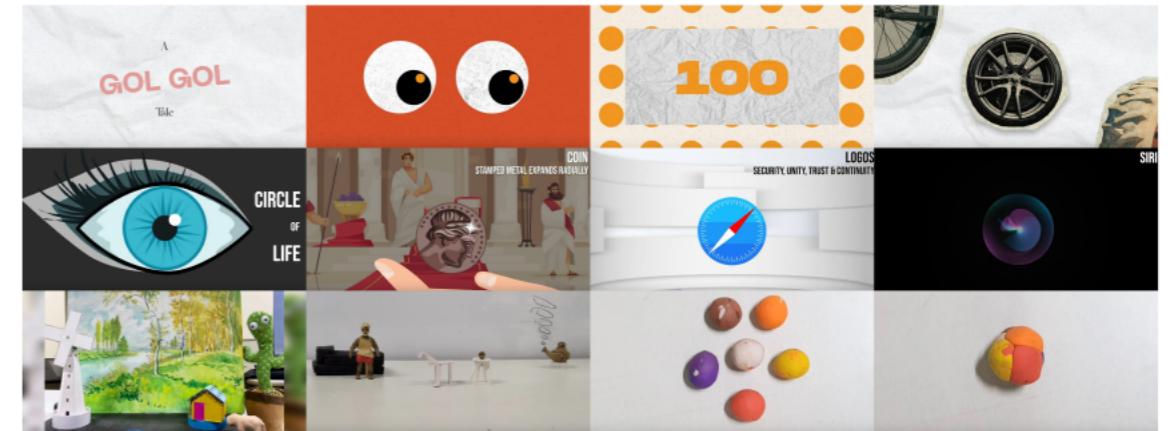


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Film making



Animation



Visual Communication and Graphic Design

Student Works

UI

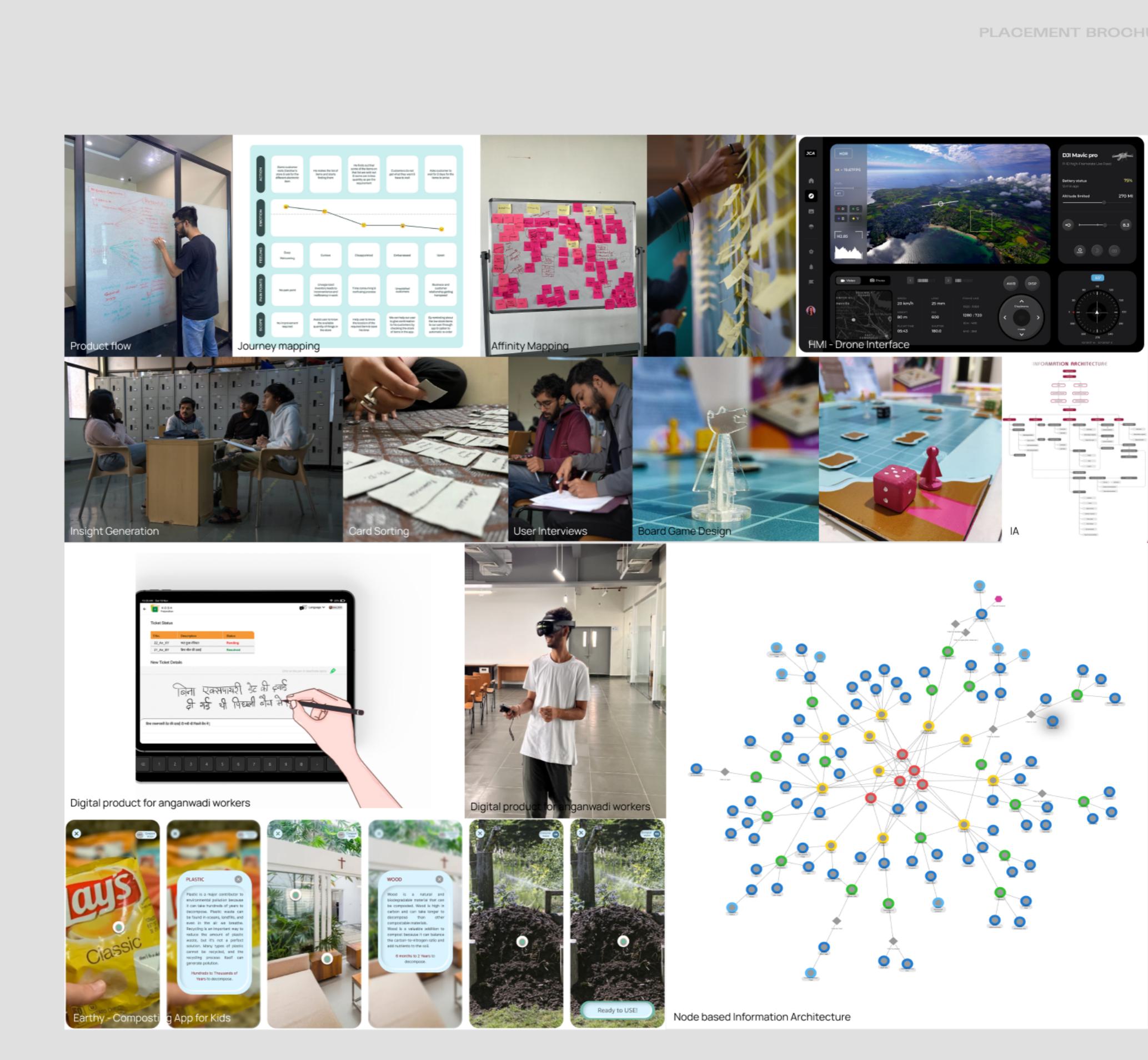


We students adeptly combined aesthetics and functionality, creating visually appealing and user-friendly interfaces. Through a deep understanding of user behavior, we crafted interfaces that facilitated efficient interactions, reflecting the department's commitment to elevating digital experiences.

**User Interface
and Visual Experience**

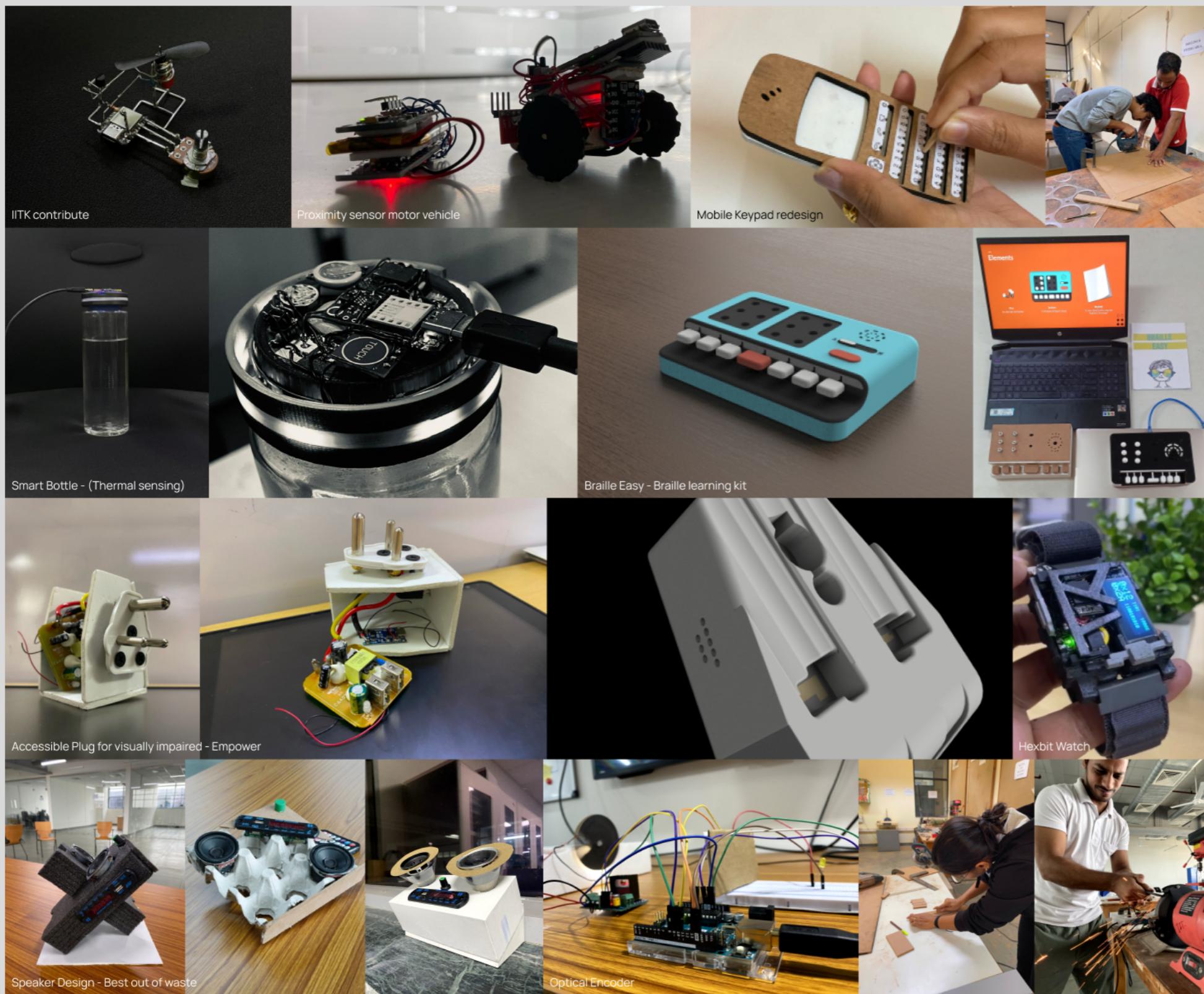
Student Works

We students of IIT Kanpur's Department of Design showcased prowess in interaction and user experience design. We skillfully melded psychology and technology, crafting intuitive interfaces that catered to user needs. Through empathy-driven design, we transformed complex interactions into seamless and satisfying user experiences, exemplifying the department's dedication to user-centric innovation.



User Experience and Interaction Design

Student Works



Through rigorous research and prototyping, we students crafted innovative solutions that seamlessly integrated aesthetics and functionality. Our work embodies the department's commitment to shaping the future of design-driven product landscapes. We have been trained in new age technologies like 3D printing, electronics for designers and also concepts such as reverse engineering.

Industrial Design and Product Development

Awards & Recognitions

- Design Patent- Dual Commode for Public Washrooms, 2023
- Top 8, International Logo Design Competition for Typo Day, 2022
- Smart Urban Innovation Award from FICCI, 2022
- Climate Solver Award from WWF-India, 2021
- 3M-CII YICA Award winner, 2021
- The Gandhian Young Technological Innovation(GYTI) Award, 2020
- Winner- " Microsoft India Design Challenge, 2020"
- 1st and 2nd Prize- 1st NDIN Design Competition 2019-2020The Gandhian Young Technological Innovation
- Smart Urban Innovation Award from FICCI, 2022
- Climate Solver Award from WWF-India, 2021
- 3M-CII YICA Award winner, 2021
- (GYTI) Award 2020
- Winner "Microsoft India Design Challenge, 2020"
- 1st and 2nd Prize- "1st NDIN Design Competition 2019- 2020
- 1st Prize- "Secure Himalaya Hackathon December 2019 organized by United Nations Development Programme"
- Bronze Medal "Uxplorer 2018"
- Braille Slate Design- "Anubhav" - Winners "Gandhian Young Technological Innovations Awards 2018"
- Winners "UX Now Design Challenge 2017"
- 1st Runner Up "Pitney Bowes Design Challenge 2017"
- First Indian National Award Winner - "James Dyson Award 2017"
- 1st Prize " Red Dot Awards 2017"
- 'Anubhav': Braille slate Design Winners "Gandhian Young Technological Innovations Awards 2017"
- Bronze "Re-imagine Education Awards 2016" by The Wharton School"
- 1st Prize "IEEE HTC 2016"
- 1st Prize "Make in India Hackathon 2016"
- Special Mention "Honeywell Aerospace Design Challenge 2016"

Our Achievements

DoD, IIT Kanpur



Our student- Nikki Kumar Jha representing his design "SabjiKothi" (a self adaptable insulated chamber for storing vegetables for long without refrigeration) in popular show Shark Tank, India.

With 'Anubhav', less reading hassles for visually impaired

IIT-K Students File For Patent Of Device

Abhinav.Malhotra @timesgroup.com



New device named Anubhav designed by the students of IIT-Kanpur

ping the stencil, eventually helping out the user to read and write simultaneously

He said this system enables the user to read as they write and also performing mathematical calculations in a very easy manner. "This is a game changing experience as it enhances the self-confidence of the visually impaired," the duo said.

Sachin said that in Braille slate, writing and reading are done on the either sides of the paper and because of this the person has to write in a mirrored manner from right to left to read it properly. This is no more required now. Also in Braille slate one cannot read what they have written

Kanpur: To enable visually impaired persons to read as they write and also write from left to right, two students of IIT-Kanpur have designed a device that could perform the functions of both the Braille slate and the Taylors board. The price of the device has been kept below Rs. 200 so that it is well

on the device. Explaining about the design and the working of the product 'Anubhav' Sachin NP said this de-

keep the stencil on the line on which he has to write. He then has to use the tube stylus to write with the help of sten-

Braille Slate Design- "Anubhav" - Winners "Gandhian Young Technological Innovations Awards 2018"

Previous Recruiters



The current batch (2023) interned in :



**Hire
Us**

Placement Procedure

01

The Students' placement office appoints a **point of contact (PoC)** for you.

05

Students need to submit their **resumes before the deadline** set for the company on the RAS.

09

Companies need to **confirm the dates with the placement office** over email.

02

You will need to contact your PoC or any placement coordinators (or mail to spo@iitk.ac.in) for your **account credentials** on the Recruitment Automation system(RAS).

06

Companies conduct their **PPT and tests/screening process** after finalizing the schedule with the placement team.

10

Companies **provide the list of selected and waitlisted students** at the end of their interview slot.

Whether you're an established corporation looking to revamp your digital presence, product innovations etc. or a startup seeking to establish a strong brand identity, our Design Department is ready to bring your ideas to life.

Every year we see many companies in IIT Kanpur hiring students from the Design Department. With a strong alumni record, and expert faculty led programs, the students here are qualified and well equipped to be in demand in the industry for various kinds of design services.

For more information, please visit [Students Placement Office](#) page.

03

You need to fill out a **Job Announcement Form (JAF) / Internship Proforma (IP)** in the portal to share the offered profile details.

07

The **company submits the final list of shortlisted students** for the interview process.

11

The Placement office notifies the companies regarding the **acceptance of selected students**.

04

After **verification of details by PoC**, job/internship **openings are visible on the portal** as per dates decided by the placement team.

08

The placement office allots **dates of interviews and PoC for the interview process**.

12

The company sends the **offer letter to the selected candidates consistent with JAF/IP**.

**Hire
us**

Placement Coordinators

Student Placement Coordinators



Harsh Jain

91-9826598153

harshjain22@iitk.ac.in



Sanjukta Sen

91-8826197980

sanjukta22@iitk.ac.in

Faculty In charge



Prof. Vivek Kant

91-7219851945

vkant@iitk.ac.in

Students' Placement Office:
Email: spo@iitk.ac.in
Phone: +91 512 2594433

**Contact
us**



Department of Design
IIT Kanpur