

IIT Kanpur



PLACEMENT BROCHURE

2024-25



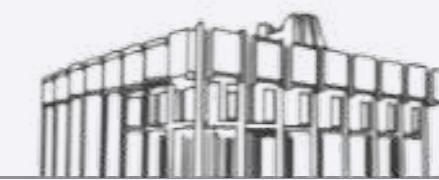
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IIT
Kanpur
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Our DNA

Our 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 brain-storming 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.

Department of Design IIT Kanpur



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.

Lead Educators



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. Satyaki Roy
Professor

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



Dr. J. Ramkumar
Professor

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



Dr. Koumudi P. Patil
Associate Professor

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



Dr. Mainak Das
Professor

Ph.D., University of Central Florida
Materials and Design,
Bioelectricity, Green Energy



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

Adjunct Faculty

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

Prof. D Udaya Kumar
IIT Guwahati
Typography & Visual Communication

Prof. Raman Saxena
Design Thinking &
Ergonomics

Prof. Jhumkee Sengupta Iyengar
People Centered Strategy and Design

Prof. Nishant Sharma
IDC IIT Bombay Automotive Styling

ALUMNI

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.



Paridhi Verma

UX Manager,
Google



Lokesh Krishnamoorthy

Sr. Experience Designer,
Adobe



Prantik Banerjee

Principal UX Designer,
Salesforce



Shweta Nair

Associate Design Director,
McKinsey & Company



Prachi Jain

UX Manager,
Google



Romil Dipak Desai

Head of Design,
Airtel Digital



Hariprasad KV

Sr. UX Designer,
Google



Mitali Bhasin

Product Designer,
Meta



Rahul Mittra

Sr. Experience Designer,
Adobe



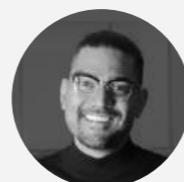
Manjiri Deshpande

Principal UX Manager,
Microsoft



Nishant Rai

Experience Design Lead,
Ericsson



Vivekanand Polasapalli

Sr. Interaction Designer,
Ericsson



Mayank Tiwari

Head of User Experience,
Blue Yonder



Vikas Chopra

Head of Interaction Design part,
Samsung Design Delhi



Rajamanohar Raj

Co founder & CEO,
Aqua Connect



Anand Sangani

Sr. Experience Designer,
Amazon



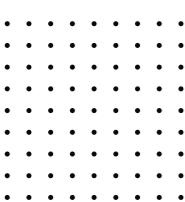
Surojit Dey

Interaction Designer,
Phillips



Ekta Sachdev

Lead Experience Designer,
Standard Chartered Bank



We

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.

Batch Strength - 28

Areas of Specialization

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



What We Learn

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 brainstorming yielding product and services .

The department offers 3 distinct study tracks:

- **User Experience & Interaction Design**
- **Industrial and Product 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
- Human Machine Interaction
- Industry 4.0 and IoT
- Human Machine Systematic Relationship
- Design Research

Semester 02

- Design Practice II
- Topics in Motion Pictures
- Electronics for Designers
- Design Project II
- Introduction to Augmented Reality
- Human Factors in Design

Semester 03

- Design Thesis

Semester 04

- Design Thesis



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:
- CNC and Laser cutting machine
- Lathe, milling, drilling, and grinding machines
- Sheet metal shear machine
- Leather stitching, and component splitting machine
- Plant for phosphating, anodizing, and zinc plating
- Hot Wire foam Cutter

Imagineering Lab :

Its 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 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) :

Equipped with SOTA sensors, trackers, motion capture system, and a driving simulator the lab provides facility to build and design versatile human machine interactions. It focuses in the domains of Automotive, Robotics, Music, AR/VR and accessibility. It's

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.



Our Play Ground





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, IIIT Guwahati, IDC IIT Bombay, NID, Aalto Design Factory, Helsinki etc.)

Calligraphy Workshop

Prof GV Shreekumar, IDC IIT Bombay

Typography Workshop

Dr Uday Kumar, IIT Guwahati

Creative Mindset

Prachi Jain, UX Manager, Google

Design Thinking

Jhumkee Iyengar

Enhancing Design Thinking through AI Collaboration

Samir Dash, UXD Lead, Cisco

Sound Design and MaxMSP

Kaldi Moss, Sound Artist

Generative Art and Touch Designer

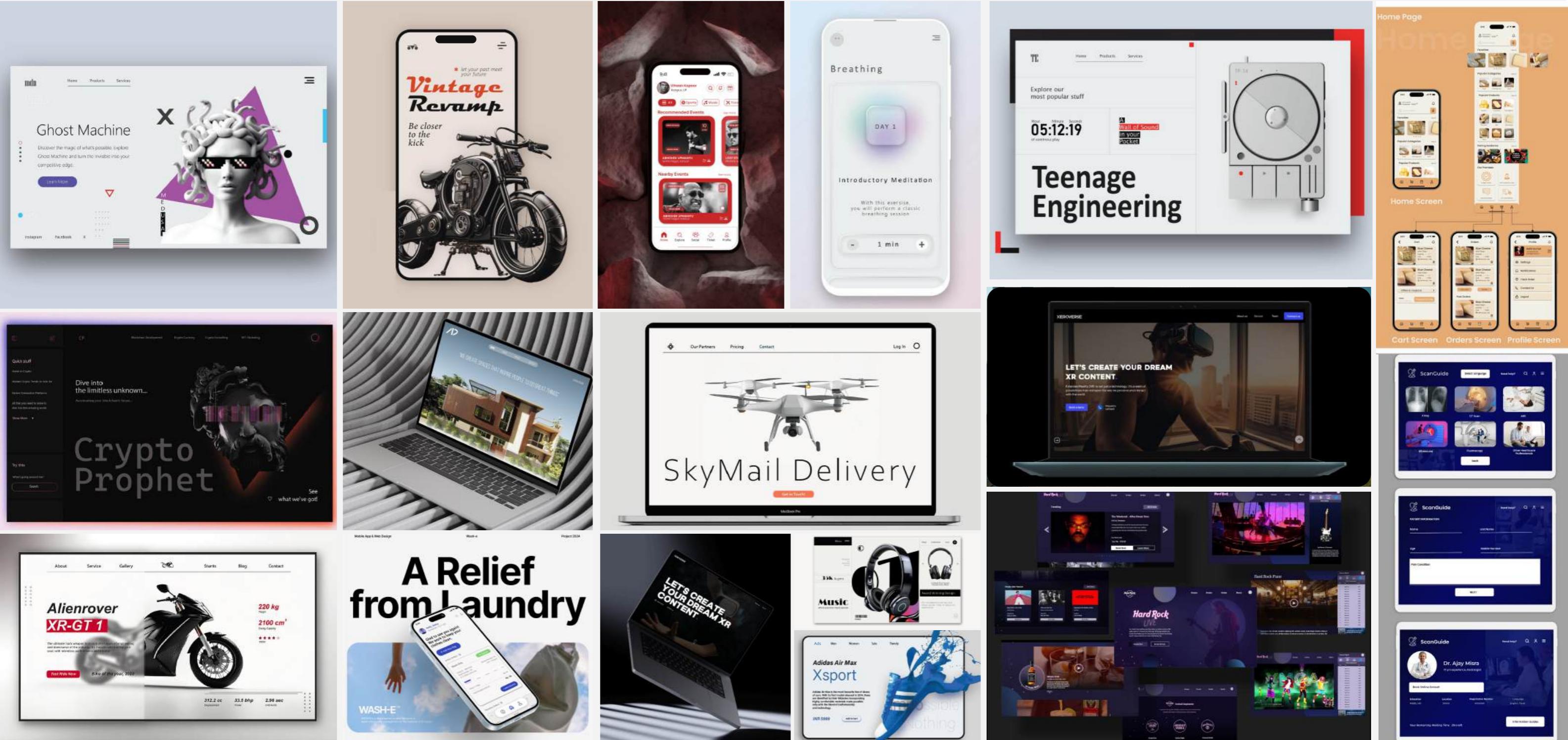
Ninad Palandurkar, Graphic Designer and new Media Artist

Experimental Design

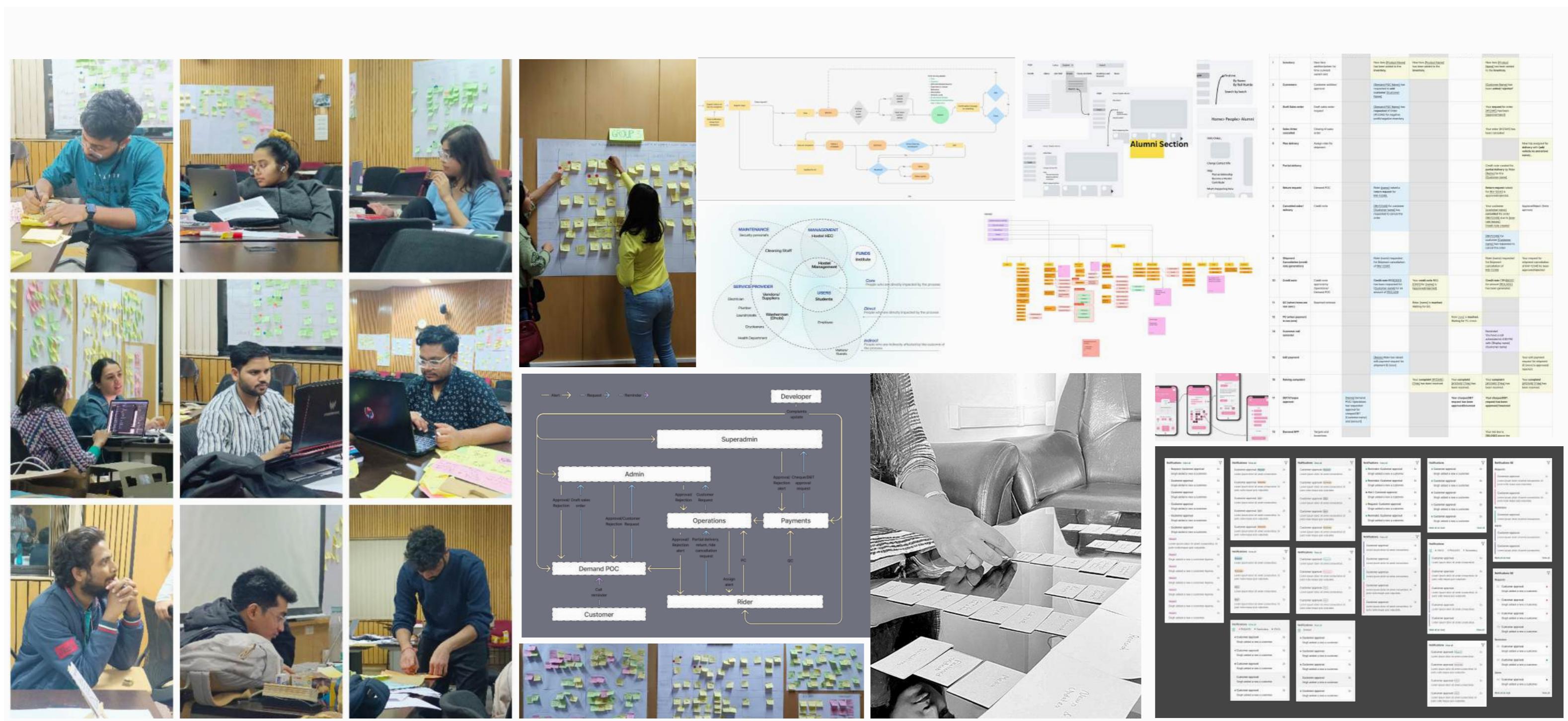
Prof. Sruti S Ragavan, Department of CSE, IIT Kanpur

Student Work

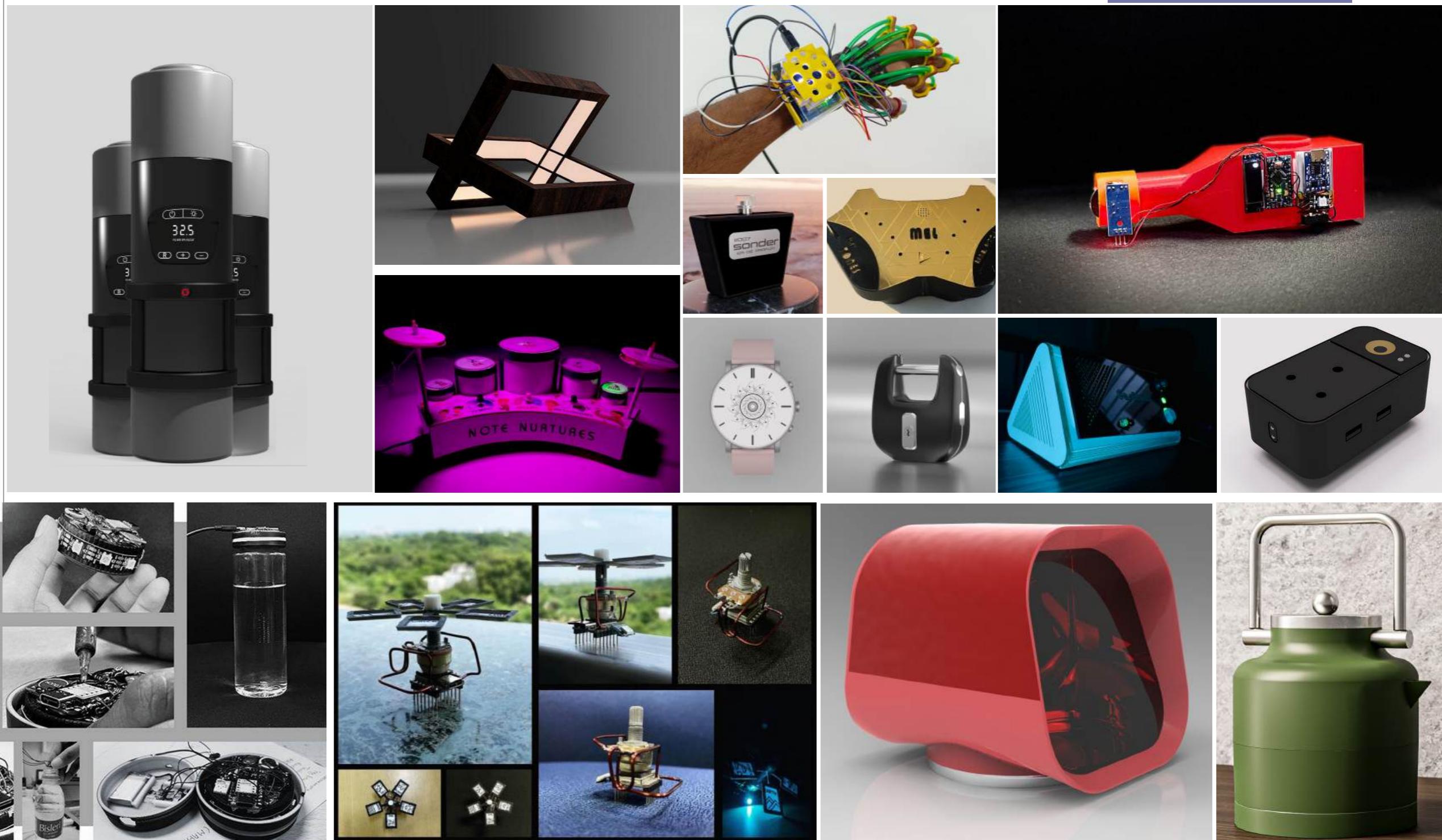




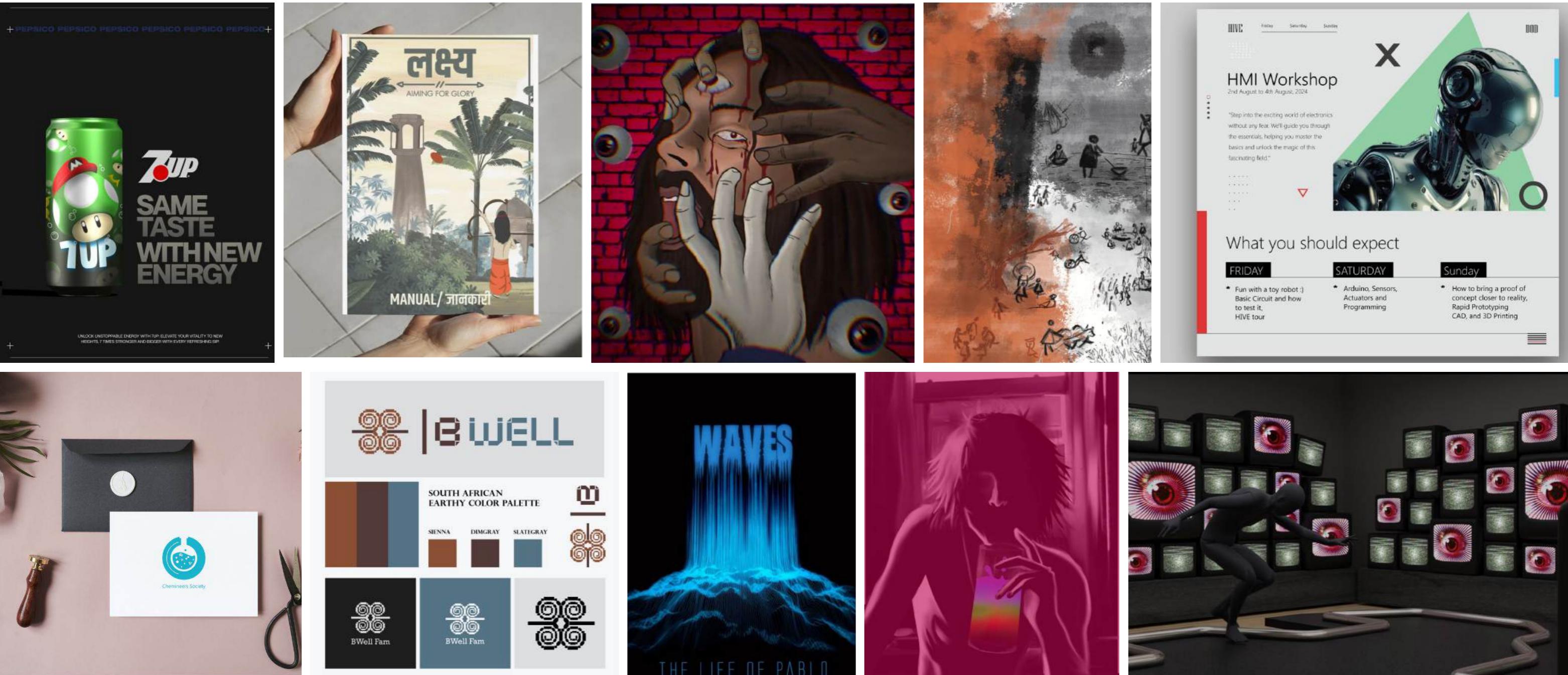
UI Design



UX Research

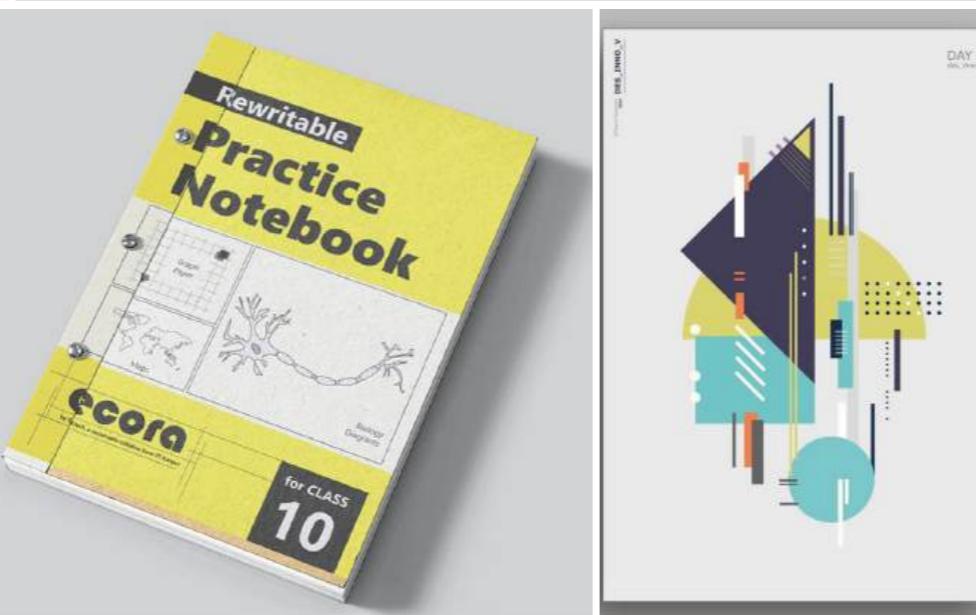


Product & Industrial Design



Visual Communication

DESIGN CARDS



Visual Communication

- 2024 First prize in GDSC Google Ideathon
- 2024 D'Source DIC Design Challenge
- 2023 Design Patent-Dual Commode for Public Washrooms
- 2022 Smart Urban Innovation Award from FICCI
- 2022 Top 8, International Logo Design Competition for Typo Day,
- 2021 Climate Solver Award from WWF-India,
- 2021 3M-CII YICA Award winner
- 2021 Climate Solver Award from WWF-India
- 2021 3M-CII YICA Award winner
- 2020 The Gandhian Young Technological Innovation(GYTI) Award
- 2020 Microsoft India Design Challenge winner
- 2020 Secure Himalaya Hackathon-organized by UNDP-1st Prize
- 2019 1st NDIN Design Competition-1st and 2nd Prize
- 2019 The Gandhian Young Technological Innovation
- 2018 Bronze Medal "Uxplorer"
- 2018 Braille Slate Design-“Anubhav” “GYTI (Winner)
- 2017 UX Now Design Challenge-Winner
- 2017 Pitney Bowes Design Challenge-1st Runner Up
- 2017 First Indian National Award Winner - “James Dyson Award
- 2017 Red Dot Awards-1st Prize
- 2016 Re-imagine Education Awards by The Wharton School
- 2016 IEEE HTC-1st Prize
- 2016 Make in India Hackathon-1st Prize
- 2016 Honeywell Aerospace Design Challenge-Special Mention



Awards & Recognitions

Hire Us

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

1

Register

Register as an recruiter by Signing Up on the Recruitment Automation System Portal (RAS) by [clicking here](#)

2

Fill Form

Complete the Job **Announcement Form (JAF) / Internship Proforma (IP)** on the afformentioned RAS portal.

3

Shortlist for Interviews

After reviewing resumes & portfolios - The company submits the list of **shortlisted students** for the interview process.

4

Select Students

Companies provide the list of **selected and wait-listed students** at the end of their interview slot.

5

Receive Acceptance

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

6

Offer Letter

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

Past Recruiters





Contact

Student Placement Coordinators



Milind Karsoliya

📞 91-8826946176
✉️ kmilind23@iitk.ac.in



Vishwaraj Shrivastava

📞 91-8528051978
✉️ vishwaraj22@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



Find us:

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[Website](#)