



IIT Kanpur

placement

PLACEMENT BROCHURE

2024-25



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

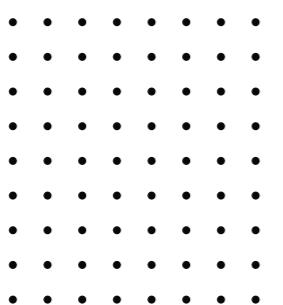
Prof. Jhumkee Sengupta Iyengar
People Centered Strategy and Design

Prof. Nishant Sharma
IDC IIT Bombay Automotive Styling

DoD, IIT Kanpur

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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.



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 Manger,
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

We

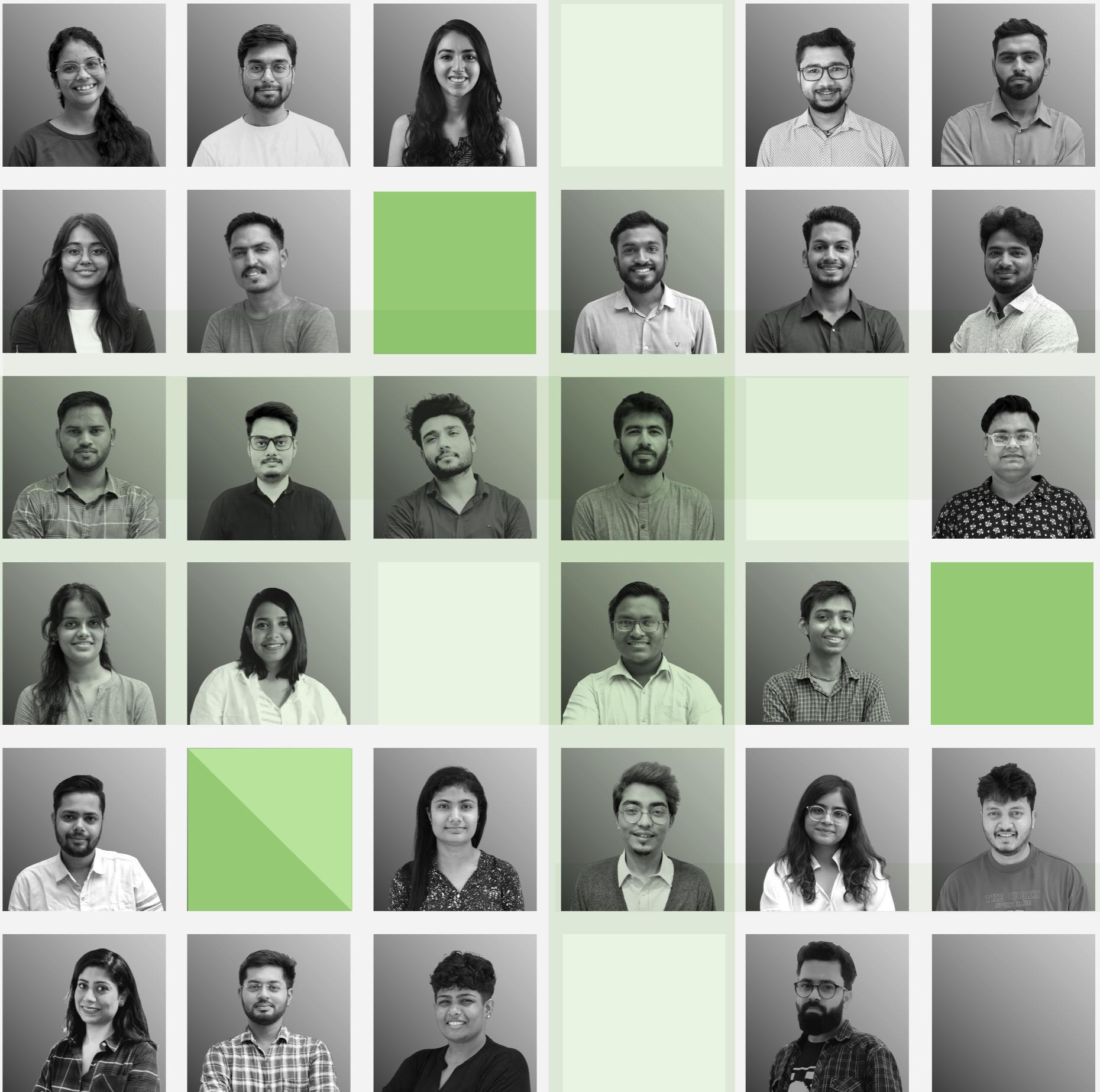
Our Department cultivates a dynamic community of visionaries who embrace a diverse range of disciplines, from the captivating realm of visual communication to the intricate world of interaction and product design.

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

Batch Strength - 27

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, IIT 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 lyengar

Enhancing Design Thinking through AI Collaboration

Samir Dash, UXD Lead, Cisco

Sound Design and MaxMSP

Kaldi Moss, Sound Artist

Generative Art and Touch Designer

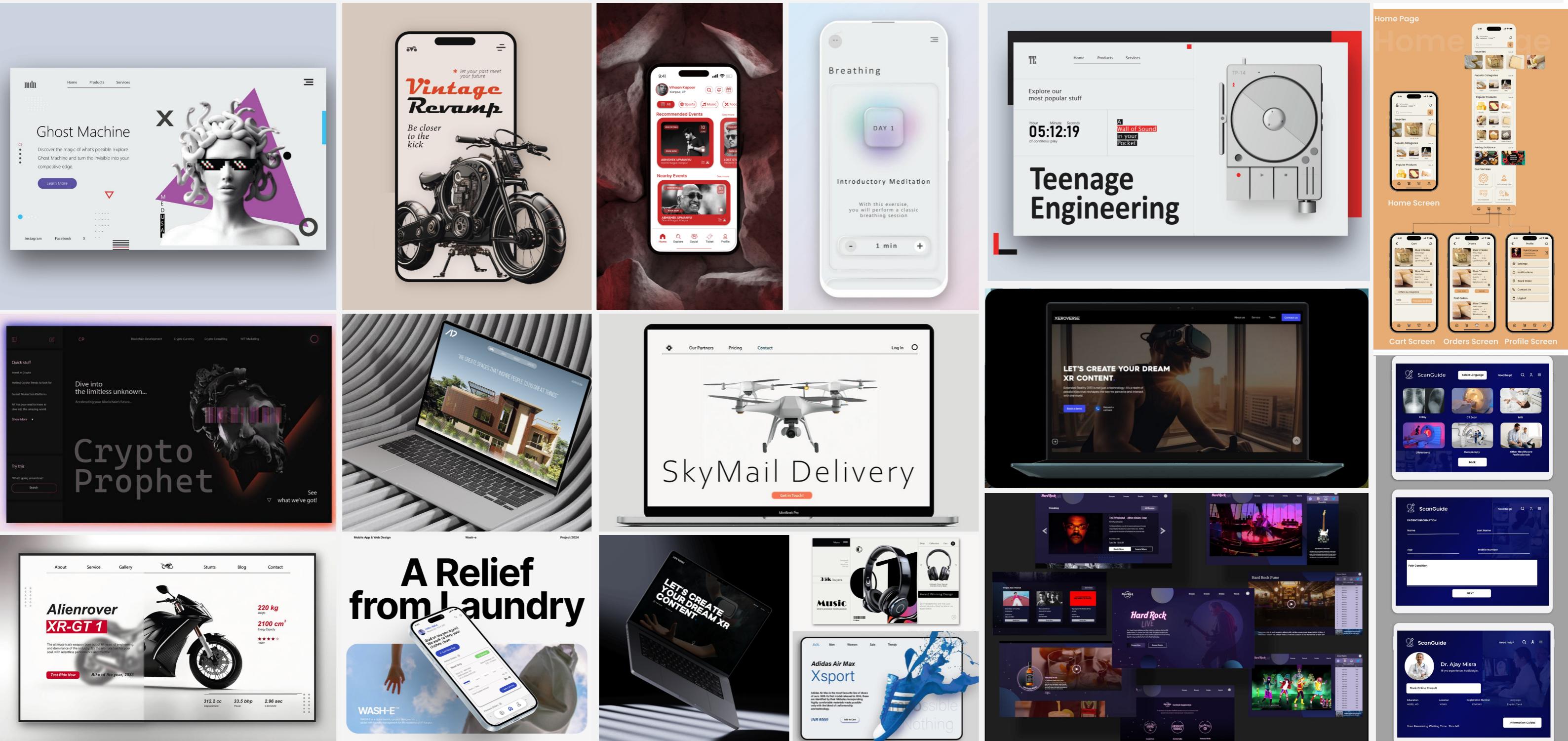
Ninad Palandurkar, Graphic Designer and new Media Artist

Experimental Design

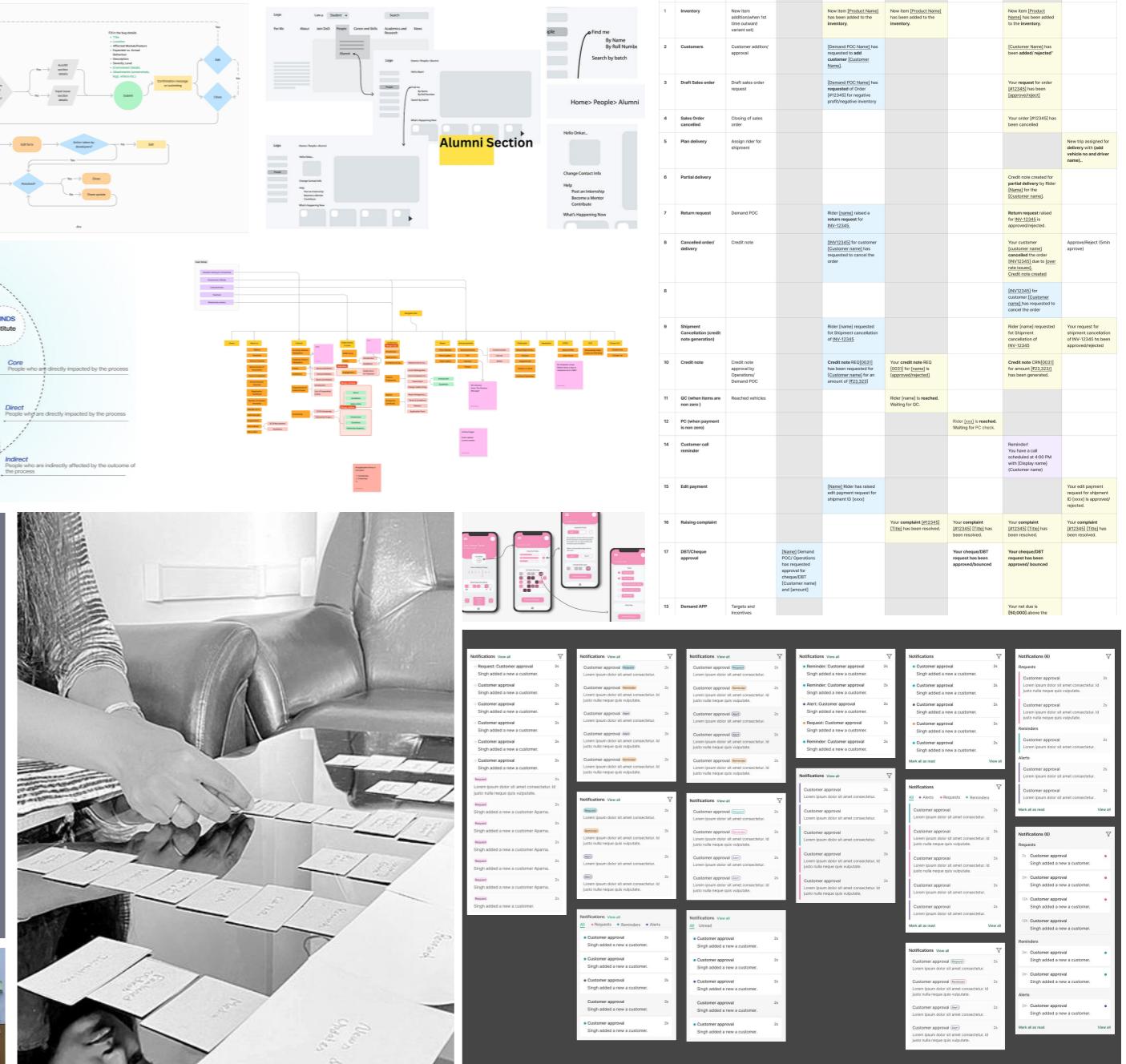
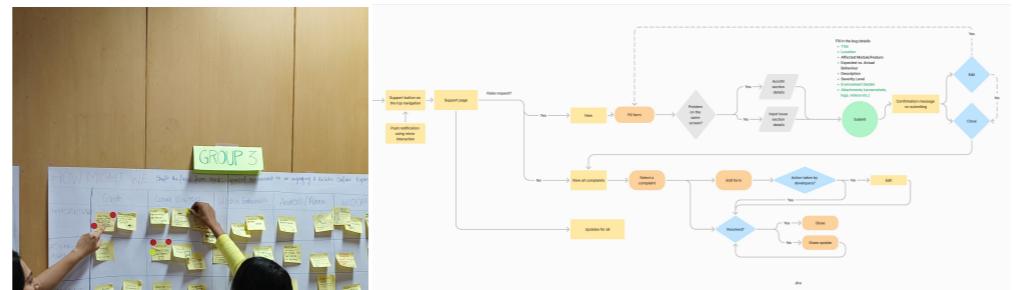
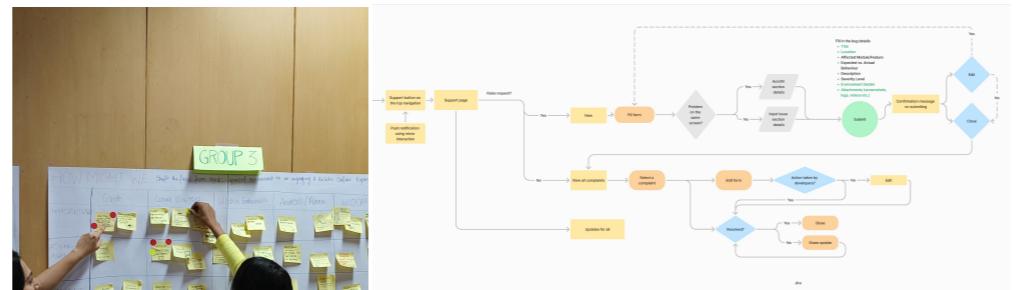
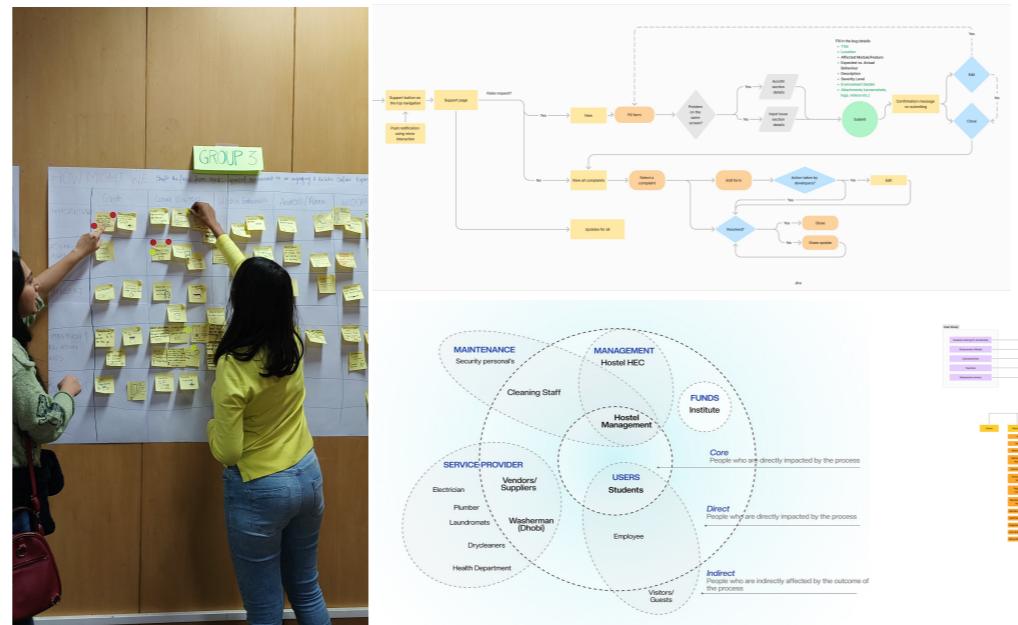
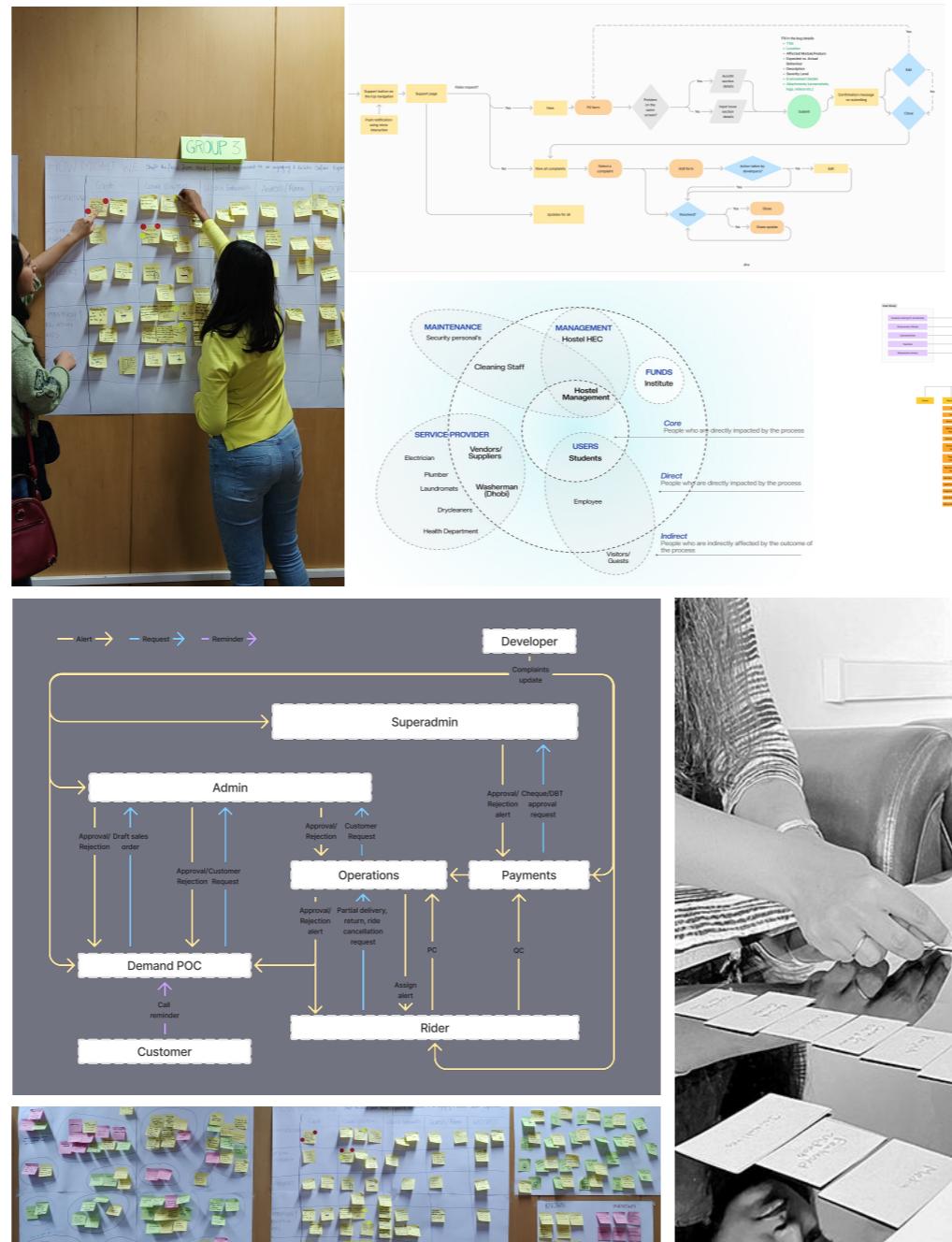
Prof. Sruti S Ragavan, Department of CSE, IIT Kanpur

Student Work

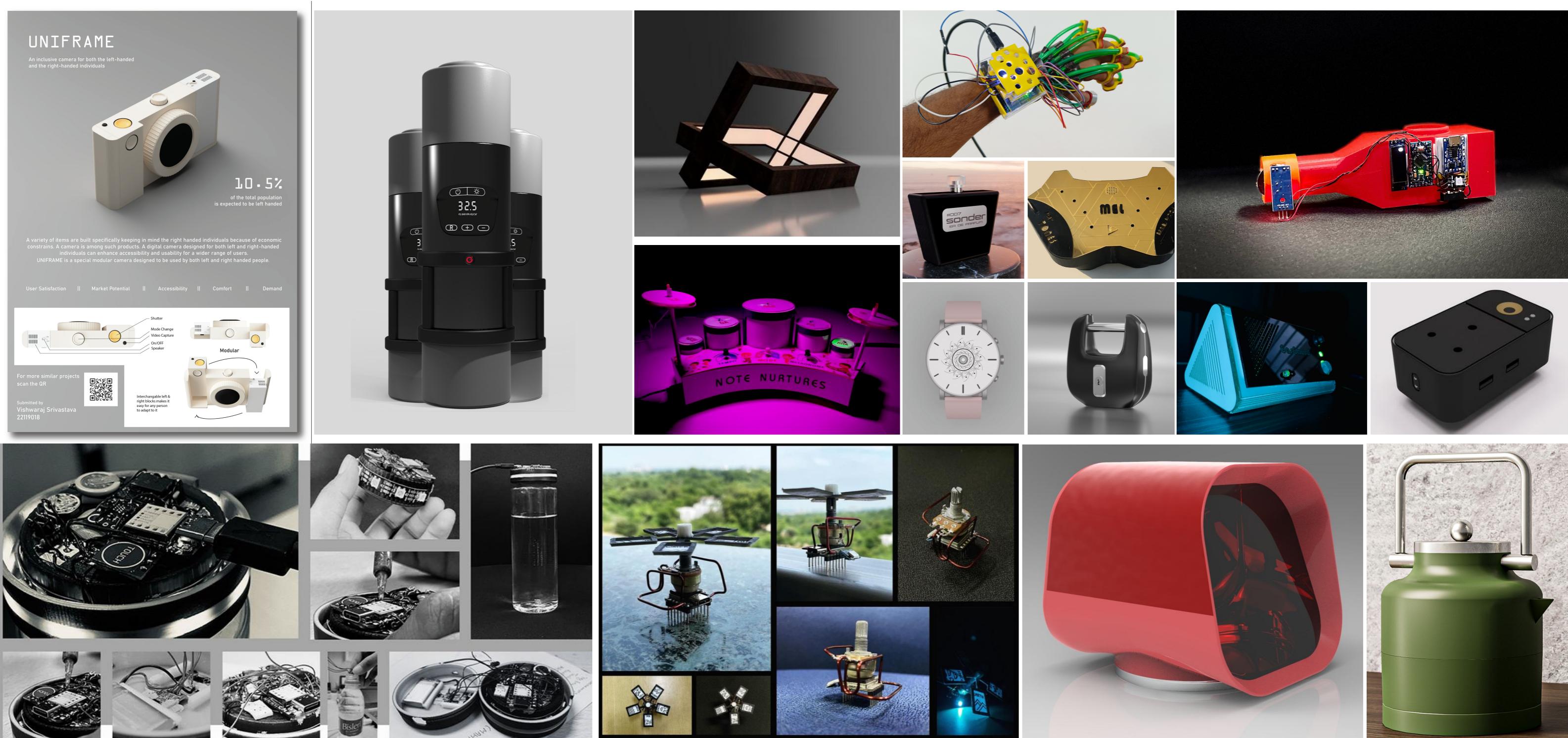




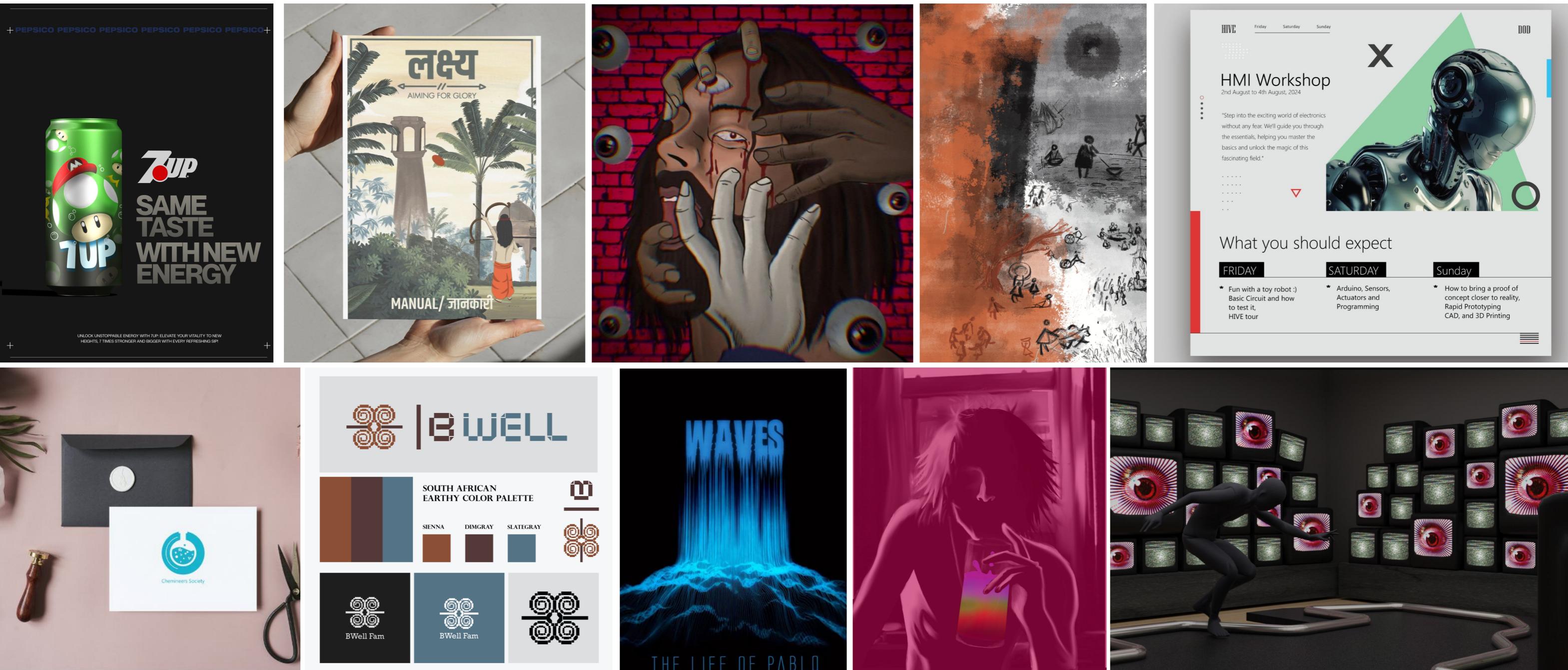
UI Design



UX Research

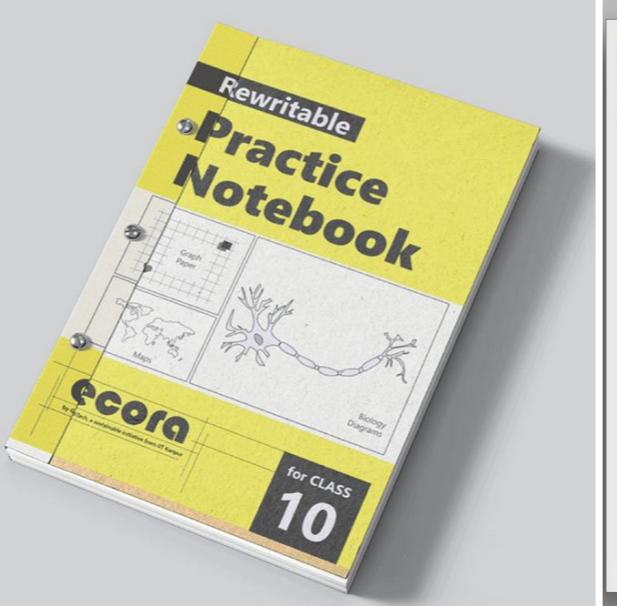
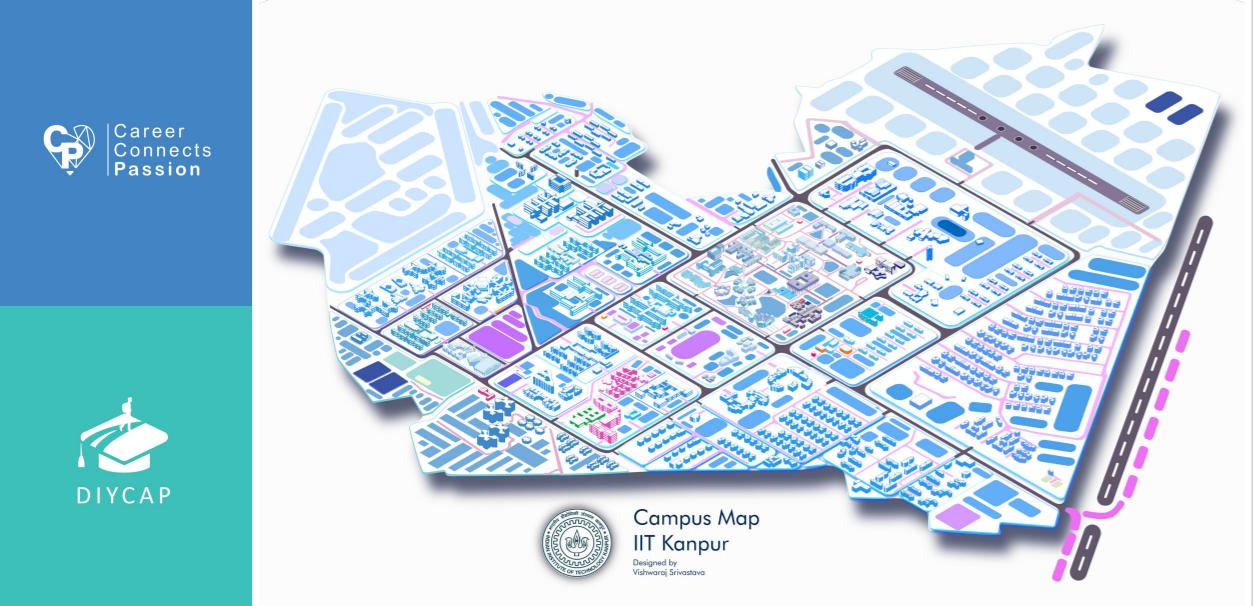
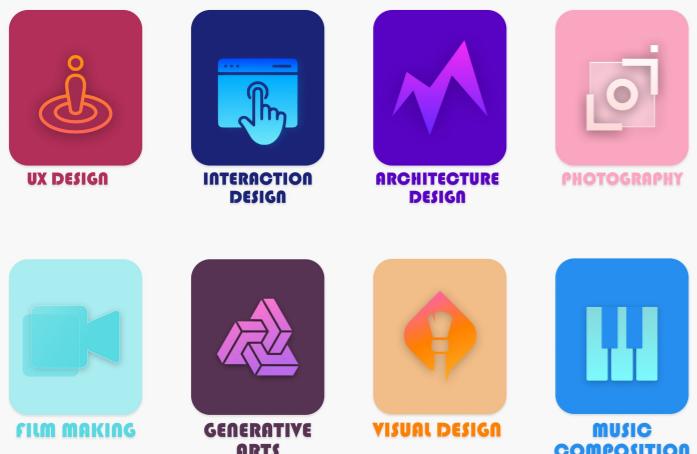


Product & Industrial Design



Visual Communication Branding, & Graphic Design

DESIGN CARDS



Visual Communication Branding, & Graphic Design

- First prize in GDSC Google Ideathon
- D'Source DIC Design Challenge
- 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"

reddot award
design concept

With 'Anubhav', less reading hassles for visually impaired

IIT-K Students File For Patent Of Device

Anubhav Malhotra anubhavwp.com

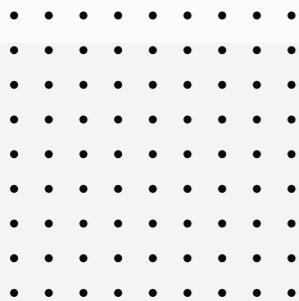
Kanpur: To enable visually impaired persons to read as they write and also write from left to right, two students of IIT-Kanpur have designed a device that could perform the functions of both a Braille slate and a pen. The device was invented by Abhishek Malhotra and Sanchit Sachin. The device named Anubhav designed by the students of IIT Kanpur can be used by visually impaired persons to read as they write. Explaining about the design and the working of the product Anubhav, Sachin NP said this de-

Sachin said that in Braille slate, writing and reading are done from right to left of the paper and because of this the person has to write in a mirrored manner from right to left. This is quite difficult. That is why he has to write on the device. Explaining about the design and the working of the product Anubhav, Sachin NP said this de-

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.

Awards & Recognitions

Recruitment Procedure



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 us

Student Placement Coordinators



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Faculty In charge



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