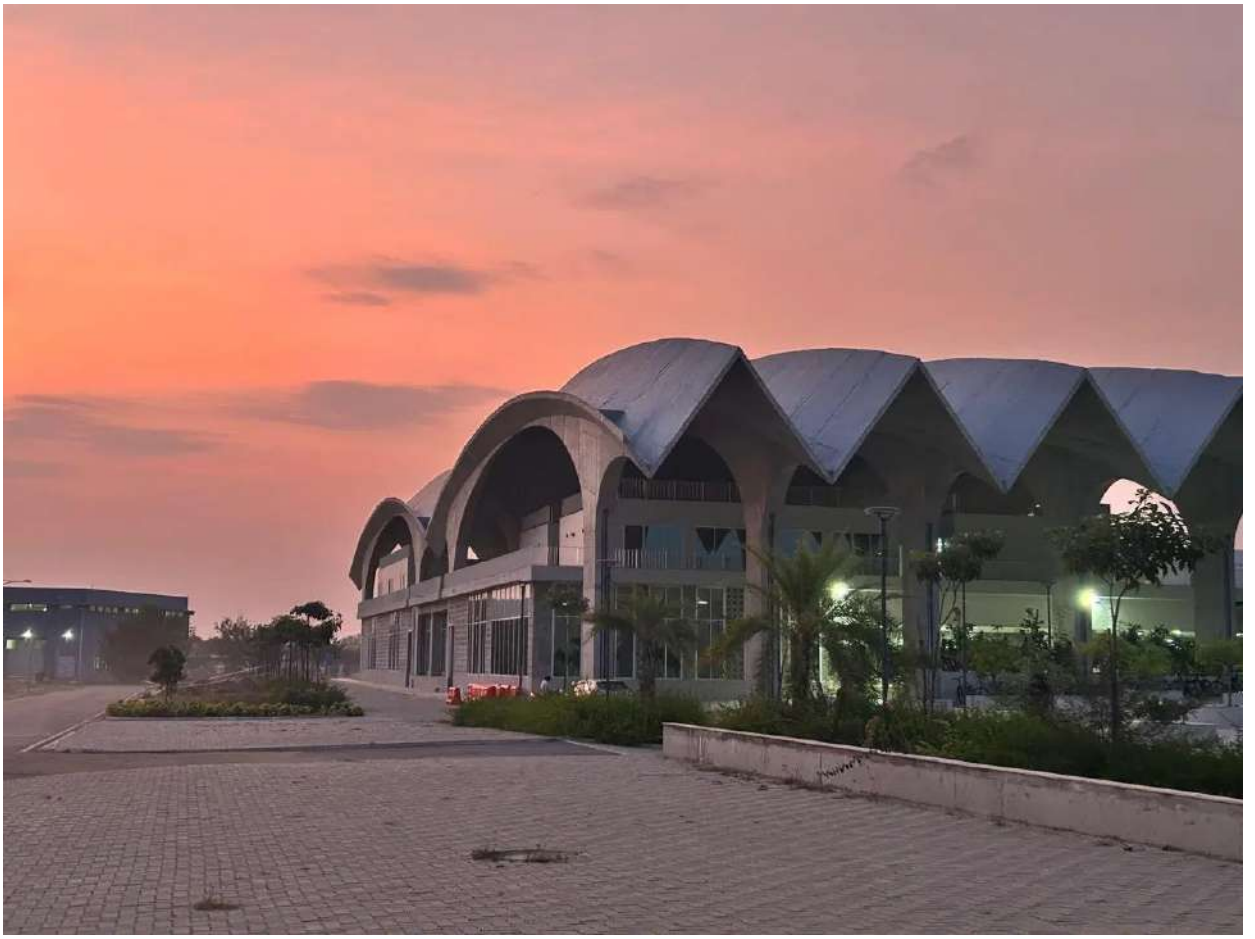
DESIGN

Design Research, Technology & Interventions

2026 PhD ADMISSIONS

Department of design

భారతీయ సాంకేతిక విజ్ఞాన సంస్థ హైదరాబాద్
भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad



Indian Institute of Technology Hyderabad

Indian Institute of Technology Hyderabad (IITH), established in 2008, is a premier institute ranked among India's top 10 engineering institutes by NIRF. It offers undergraduate programs in classical engineering, applied sciences, design, and interdisciplinary fields. Students have the flexibility to pursue minors or double majors and engage in cutting-edge research to earn an Honors degree. IITH fosters a strong research culture, producing numerous patents and publications annually. It offers master's and doctoral programs across technology, design, science, and liberal arts, with flexible MTech options catering to industry needs. The institute actively promotes innovation and entrepreneurship through incubators, mentorship programs, and a minor in entrepreneurship, featuring courses taught by industry leaders.

IITH has strong global collaborations, particularly with Japanese institutions, influencing its campus architecture. With a unique ecosystem of interactive learning, research, and industry partnerships, IITH empowers students and faculty to transform ideas into impactful innovations, making it a hub for academic and technological excellence.

Department of Design

The **Department of Design** offers a vibrant environment for learning, practicing, research and exploring several facets of design. The department envisions to creatively engage in the space between technologies and society. This involves facilitating innovation in the key emergent areas such as Participatory & Collaborative Design, Communication & Interaction Design, Professional Ethics & Sustainability, Product Systems & Services, Design & Education, Wellness, Crowd Sourced Design etc. “Design” calls for thinking “from-the-scratch,” thinking “Out-of-the-box” and thinking in line with the needs of contemporary society and devising creative solutions. “Design” is essentially aimed at enhancing the user experience. Improvement of any process / service / equipment by incorporation of ingenious means is what defines “Good Design.” The Department of Design is committed to the growth of design education. To fulfill this vision, a joint PhD Programme with Swinburne University, Australia and a Design Minor programme has been initiated.

VISION

The vision of the Design Department at IITH is to be recognized for its leadership in the discipline and the profession by advancing design excellence in evolving themes of design that positively impact daily lives and inherits cultural values. Through its interdisciplinary faculty strength, the department is keen to tackle social & global challenges, towards a more sustainable future, developing entrepreneurial mindsets, and aims towards academic and research excellence.

MISSION

To prepare the new generation of designers to shape the quality of human experience in products, communications and system integrated solutions through design excellence. The Department of Design at IITH provides an inspiring, creative, collaborative, excellent research and student-centered learning environment while preparing responsible and thriving new generation of designers who apply their knowledge, skills and abilities to enrich the profession, the society and the global community with socially relevant design solutions keeping future perspective and sustainability in mind.

Programmes at DOD IITH

Department of Design currently offers:

- **Doctor of Philosophy (PhD)**
- **Master of Design (MDes) MoE and Self Sponsored**
  - Visual Design
  - Product Design
  - Interaction Design
  - Photography, Film and Animation Design
- **MDes by Practice**
- **MDes by Project**
- **Bachelor of Design (BDes)**
- **PG Certificate Program in Visual Design and UX (Online) with collaboration with Talentsprint**

Design Minor

This provides an opportunity for students from different streams of Bachelor students of IITH to engage in a design oriented course.

Note -
For those students who are inclined towards Academia & Research, the Department offers a Direct BDes to PhD with few criterias as per Institute Norms.

Mdes by Project program is based on availability of the projects in the Department.

MDes Applicants from MoE and Self Sponsored can apply for only 2 specializations out of 4.

PhD in Design

A regular full time **PhD (Doctor of Philosophy)** in Design provides a platform to pursue practice based and practice led research in art, design and culture.

Practice-based Research is an original investigation undertaken in order to gain new knowledge partly by means of practice and the outcomes of the practice.

Practice-led Research is the nature of practice that leads to new knowledge that has operational significance for that practice.

The main focus of the research is to advance knowledge about practice, or to advance knowledge within practice. In a doctoral thesis, the results of practice-led research may be fully described in text form without the inclusion of a creative outcome.

Research Areas

Architectural Design & Built Environment: Architectural Design & Sustainability | Architectural Theory | Urban Aerial Mobility Design | Design and Development of Autonomous Urban Vehicles | Tangible and Intangible Heritage and Documentation

Digital Heritage, Culture & Preservation: Digital Heritage | Photogrammetry and Haptics | Digital Heritage and Preservation for Traditional Craft | Documenting and Designing Folklore and Culture for Future Generations | Visual & Spatial Culture

Artificial Intelligence, Technology & Emerging Systems: Artificial Intelligence & Art | AI and Design | ChatGPT and Design | Emerging Technologies (AI, IoT, AR/VR) | IoT Design | Computer Aided Design | System Design & New Media Design | Usability Engineering

Extended Reality (XR), Interaction & Haptics: Augmented Reality | Virtual Reality and Haptics | Mixed Reality (XR) | Human Computer Interaction | Usability and User Experience of Advanced Interfaces | Designing for Accessibility and Inclusivity | Digital Accessibility

Game Design, Experience & Behavioural Studies: Game Design | Behavioural Design | Understanding the Role of Affect and Cognition in Design Processes | Cultural and Contextual Influences on User Behavior (Think-Aloud, Phenomenological, and New Media Studies) | Studies involving Neurocognitive Approaches (EEG, EMG, GSR)

Design Education, Pedagogy & Learning: Design Education | Design Education for Schools and Colleges | Teaching-Learning Methods through AR, VR and MR for School Education | Game-based Learning for School Education | Design Thinking

Communication, Visual & Media Design: Visual & Animation Design | Film and Animation | Communication Design | Digital Narratives | Typography & Type Design | Publication Design | Graphic Design | Interface Design | UX UI Design | Photography, Art and Design | Sound & Music | Theatre | Performance and Storytelling | Creative Writing and Fiction

Virtual & Immersive Narratives: Virtual Reality | Augmented Reality | Extended Reality | Artificial Intelligence | Interaction | Immersion in Animation | Films | Graphic Narratives | Visual Narratives | Sustainable Approaches to Film Production | Urban Graffiti and Mural Art | Indian Animation Studies

Product, Innovation & Industrial Design: Industrial Design | New Product Development | Design Innovation | Strategy | Speculative Design

Social, Inclusive & Contextual Design: Social Innovation | Equitable Design | Design for Social Impact | Development of Applications for Geriatric Care, Rural Education, and Interactive Design | Analyse Data to Gain Insights and Provide Design Guidelines for Stakeholder Engagement

Research Areas

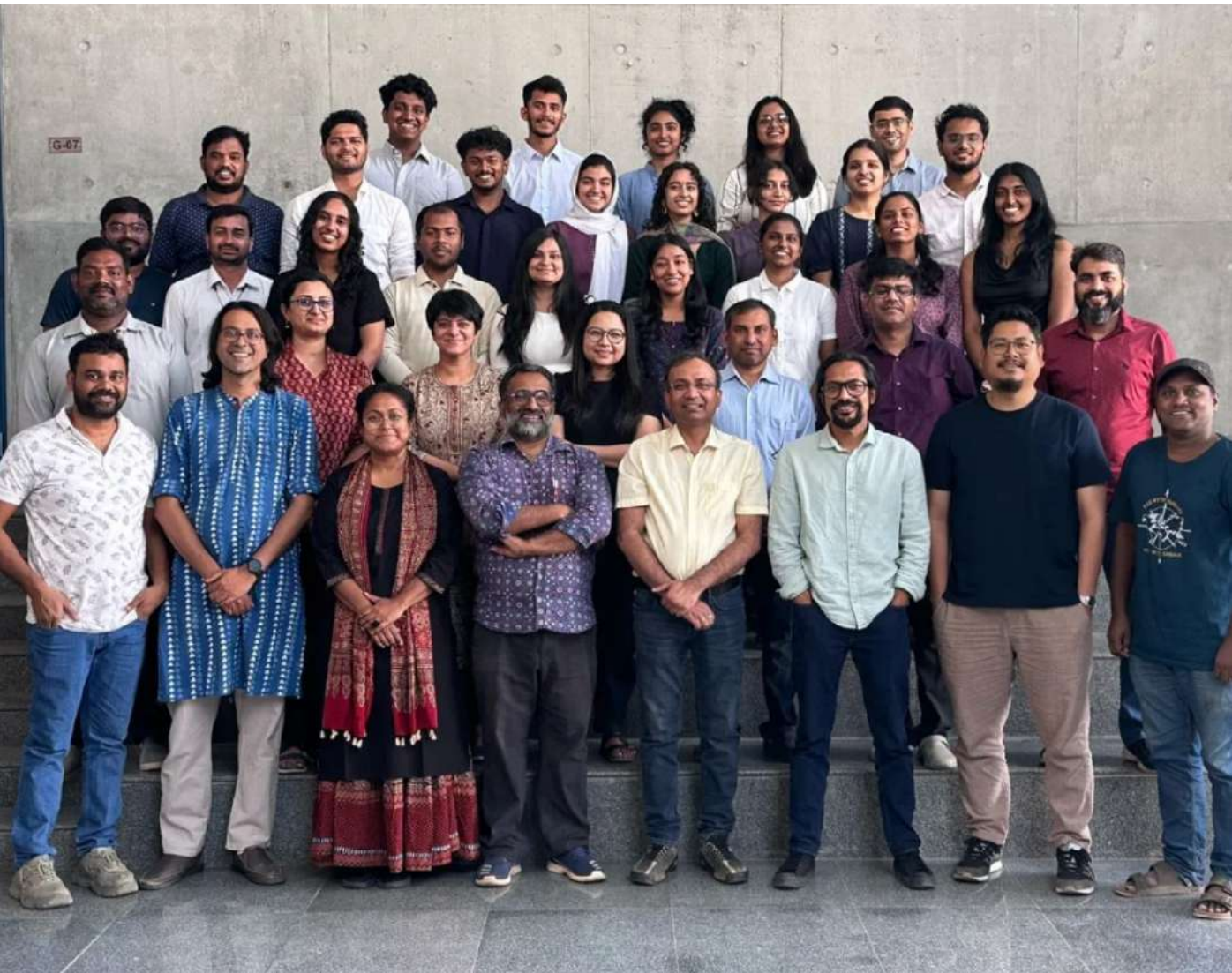
Sound, Music & Audio Design:

Sound Design | Soundscape Studies | Spatial Audio | Field Recording | Acoustic Ecology | Sound and Place | Sound Art | Sonic Ethnography | Listening Practices | Audio Storytelling | Experimental Music and Performance

This area brings together practice and research around making, recording, designing, composing and listening to sound, with particular interest in spatial experience, everyday environments and place.

Architectural Theory & Spatial Practices:

Architectural Theory | Spatial Theory | Critical Spatial Practice | Phenomenology of Space | Everyday Space and Everyday Life | Architecture and Visual Culture | Space, Place and Perception | Architecture and the City | Spatial Narratives | Architecture and Philosophy



Funded Projects

1. **Virtual recreation & digital preservation of cultural heritage Temple sites of Southern States of India**

   PI: Prof. Deepak John Mathew

   Sponsoring agency: DST

   Positions: 02 (Part-time/Full time)

   Qualification & Eligibility:
   Kindly follow next page for detailed eligibility criteria.

   Desirable:
   Photogrammetry, Information architecture, Graphic Design, Digital Design (UI, UX, front-end and Back-end), illustration, motion graphics, AR/VR/XR/MR, Digital Preservation, Cultural Heritage, Temple Architecture, Virtual recreations, Geo-tagging

2. **Design and Development of a Human-Centered Wearable Sepsis Monitoring System: Integrating Medical-Grade Sensors with Intuitive Interface Design for Enhanced User Experience and Clinical Adoption in Resource-Limited Hospital Settings**

   PI: Dr. Md Haseen Akhtar

   Sponsoring agency: ANRF

   Duration: 3 Years

   Qualification & Eligibility:
   Kindly follow next page for detailed eligibility criteria.

Funded Projects

3. GIS Base Map and Geospatial 3D Digital Twin of Telangana Core Urban Region

PI: Dr. Shiva Ji

Positions: 6

Stipend: 37,000 (Consolidated) per month

Qualification & Eligibility:
Qualifications: Bachelor's / Master's in GIS / Remote Sensing / Geoinformatics / Urban Planning / BIM / Digital Twins / Computer Science / Architecture / Design or related domains. Preferably from IITs/NITs or other top-tier institutes.

Role Summary:
Support data review, preliminary validation, and documentation across all project components, with opportunities for research publication and potential PhD enrollment based on performance.
JRF cum PhD Positions: HMDA 3D Digital Twin & GIS Base Map Project (6 positions)

The Centre for Geospatial AI & Digital Twins (CGDT) and the Department of Design, IIT Hyderabad, invite applications for six Junior Research Fellow (JRF) positions that can lead to admission to the PhD programme. The project is developing a high-resolution 3D city model of the Core Urban Region Economy (about 2,053 sq. km) and a GIS-based geospatial base map covering about 10,578 sq. km of the Hyderabad Metropolitan Region and YTDA. Together these form an integrated digital twin to support planning, monitoring, analytics and governance. The work spans geodetic frameworks, aerial and street-level LiDAR, photogrammetry and UAV surveys, point-cloud processing, terrain and orthophoto generation, multi-thematic GIS layers, 3D models at multiple Levels of Detail (LoD 2–4) with BIM integration, and enterprise GIS applications. Selected scholars will be part of the Technical Advisory Team. They will carry out data review, quality checks and validation of large geospatial datasets and 3D models, and support documentation, and they will develop doctoral research on related problems in geospatial AI, digital twins and urban systems, leading to publications and patents.

Eligibility: As per institute norms, candidates must hold a two-year Master's degree in Architecture, Engineering, Technology or Design, with a relevant subject in their Bachelor's degree.

Desired capabilities: Candidates should have a working knowledge of GIS and remote sensing tools such as ArcGIS and QGIS. Familiarity with spatial data processing, LiDAR and point-cloud data, 3D modelling and BIM, and programming in Python or R for geospatial analysis and automation is desirable. Strong analytical skills, attention to detail and the ability to work across disciplines are expected. Prior experience in GIS, digital twins, urban planning, smart city or government geospatial projects will be preferred.

Eligibility Criteria

1) Regular PhD

Entry Qualification	CGPA Requirement	Entry Exam	Work Experience
MDes/MArch/MTech/MFA or equivalent	First class	NA	NA

2) Direct PhD

Entry Qualification	CGPA Requirement	Entry Exam	Work Experience
BE/BTech/BDes/BArch/4-year BS/MCA/5-year MSc/MSc from CFIs	8 CGPA	NA	NA
BE/BTech/BDes/BArch/4-year BS/MCA/5-year MSc/MSc	First Class	CEED	NA

3) Special Direct PhD

Entry Qualification	CGPA Requirement	Entry Exam	Work Experience
BTech/4-year BS/5 year MS/MSc from IITs/ IISc/IISERs with admission through JEE Advanced, 4-year BS/5-year MS from IISERs through IISER Aptitude Test, BDes from IITs/ through UCEED	9 CGPA	NA	NA

4) External PhD

Entry Qualification	CGPA Requirement	Entry Exam	Work Experience
MDes/MArch/MTech/ MFA or equivalent	First Class	NA	NA
BE/BTech/BDes/MCA/ 4-year BS/MSc	First Class	CEED	NA
BE/BTech/BDes/MCA/ 4-year BS/MSc	First Class	NA	Minimum 2 years experience

Note:

- Candidates from engineering, science and humanities background should have qualified CEED to be eligible for Teaching Assistantship.
- First Class is defined as 60% marks or 6 CGPA. In case there are a large number of applications, the cut-off may be increased.
- Relaxation on the selection cutoff is provided for SC/ST/OBC candidates (10% for OBC candidates and 15% for SC/ST candidates). This is not applicable for Special High CGPA Direct PhD & External PhD.
- Students with a degree from a foreign university should produce an equivalency certificate and meet the institute criteria & government norms, amended from time to time.
- CFIs are any institute/university fully funded by MoE of GoI.

For More Details and latest updates visit:

https://design.iith.ac.in/admissions/phd-admissions/

Facilities at DOD IITH

The Department of Design offers a vibrant environment with state of the art technology and facilities such as Photography Studio, Animation Studio, Clay Studio, Wood & Metal Workshop, Printing Lab, IT Labs, 3D Printing Facility, Book Binding, Silk Screen Printing and a library.

Photography Studio

Photography Studio at Department of Design provides state of the art facilities for professional photography and videography. Studio also provides audio-video editing and colour correction facilities for professional production. Here, students and researchers are encouraged to use modern inhouse facilities to innovate and experiment in the field of photography and filmmaking.

Animation Studio

The Department of Design's philosophy on animation is 'the narrative inspires the medium'. The Animation lab is a blend of traditional and modern animation technology. The students experiment with traditional processes of using paper, pencil, light boxes, puppets, clay, paper cut outs, sand, oil paint on glass, pixilation and moving of objects to narrate stories.

The modern technologies include drawing and painting displays, latest software on high end computers, 360-degree cameras and Head Mounted Displays (HMD's) to produce work such as Digital 2D, 3D, whiteboard, motion graphics, explainer videos, GIF's, Visual Effects (VFX), projection mapping, Augmented Reality (AR) and Virtual Reality (VR) animation.

Printing Lab

Equipped with two large format printers and a screen printing machine, this lab has facilities to perform all processes from printing up to the finishing. Lab provides in-house facilities such as trimming, binding and thermal lamination to the students to explore and carry out their work more efficiently in one place. A 3D printer capable of printing finished working models provides opportunities to the students not only to print the prototype but also develop the working products.

Clay Studio

Unique to IIT Hyderabad, clay studio is equipped with high-end tools and machineries required for both traditional potter making and specialized automaotive design.

Facilities at DOD IITH

Wood and Metal Workshop

The wood and metal workshop is equipped with high standard machines, power tools and hand tools to facilitate working with different materials such as metal, wood, acrylic, bamboo etc. Some of the highlights are Wood Carving CNC machine, Laser Cutting machine, Vacuum Forming machine, Panel saw, Table Saw, Spindle Moulder, Chain and Chisel mortiser, Wood lathe, Metal Lathe, Tig Welding, Arc Welding, Paint Booth etc. Students use this in-house facility for model making and fabrication with high precision.

VR Cave / AR-VR Lab

VR cave at IIT Hyderabad is a virtual reality space; primarily an empty room in the shape of a cube in which each of the surfaces comprising the walls, floor and ceiling may be used as projection screens to create a highly immersive virtual environment. Furnished with modern equipment and technology such as stereoscopic eyewear, wands, data gloves, joysticks etc., lab provides an ideal immersive virtual reality environment for the students and researchers.

Virtual Experience Design Lab

The lab intends to explore virtual dimensions of perception and visualization for research in architecture and design. The lab will connect academics and research for fresh and innovative ideas into this domain. The output could be in the form of virtual reality, augmented reality, mixed reality for an immersive experience to the user. The lab would look for fitting applications for virtual architecture experience & projection computations for optimization of system, form, material and processes.

Design for Sustainability Lab

Sustainability is a holistic approach which the lab intends to engage for issues to handle with research, development and educational activities. The lab intends to take-up local / regional / national challenges and strive for strategic sustainable solutions. It's objective is to foster a balance between people, society and economy and regenerate the carrying capacity of life-supporting ecosystems. The proposed lab would take up research projects, consultancy projects, and academic assignments, etc., in a leading role to inculcate attentive minds towards causes serving three aspects of sustainability in real life.

Contemporary Visual Culture & Spatial Design Lab

The lab explores how spaces are seen, experienced, represented and inhabited. Working across visual culture, spatial design and everyday life, it investigates space and place, images and media, sensory experience, sound and listening, and everyday urban environments through experimental forms of design research.

Sound Design Lab

A space for listening, recording, making and experimenting with sound, with interests in sound design, field recording, soundscapes, spatial audio, acoustic ecology, sound and place, audio storytelling and sonic research.
Facilities: Field and ambisonic recording equipment | Spatial/multichannel audio | Studio monitors and headphones | Audio interfaces and microphones | MIDI controllers | DJ and live-performance equipment |
Portable sound systems | Facilities for sound installations, listening sessions and audio-visual performance.

Faculties at DOD IITH

Shiva Ji, PhD
Associate Professor & Head, Department of Design
Research Interests: Design for Sustainability, Sustainability Assessment, LCA, New Age Products, UNSDGs, Architectural Heritage Digital Reconstruction | AR VR XR Digital Twin | Indoor Air Quality

Shiva Ji is a practicing Architect, and Assistant Professor in Department of Design and Department of Climate Change at IIT Hyderabad. He has attained B.Arch, MDes, MBA and PhD in sustainability assessment methods in built environments from IIT Guwahati. He has over 13 years of cumulative experience in industry and academics. He has accomplished several projects in the field and has over 39 designs launched in the market. He is involved with many research projects using state of the art technology in domains of architecture and design. He is a member with several national and International organizations and has chaired various technical sessions and conferences.

Deepak John Mathew, PhD
Professor (HAG)
Research Interests: Digital Heritage Preservation, AR/VR, XR, Photography and Imaging, Design Education, Design Innovation, Autonomous Passenger Drones, Art and Design Education for School, AI and Art

Prof. Deepak John Mathew is a passionate design academic, photographer, and innovator who currently serves as Professor (HAG) at the Department of Design, IIT Hyderabad. As the founding head of the department, he played a key role in shaping its vision and establishing its academic programs, including India's first dual postgraduate course in Photography Design. Under his leadership, the department also built strong international collaborations, notably with the University for Creative Arts in the UK. He holds a PhD in Design Education and a Master of Fine Arts in Graphic Arts from M.S. University, Vadodara. Before joining IIT Hyderabad, Prof. Mathew spent over thirteen years at the National Institute of Design (NID) Ahmedabad, where he led the Photography Design discipline and helped redefine design pedagogy through innovative curriculum development. His work bridges art, technology, and education exploring areas such as digital heritage preservation, AR/VR, AI in design, and autonomous drone systems. A prolific researcher and writer, he has curated several national and international exhibitions and authored the highly regarded book Principles of Design through Photography. His writings frequently appear in magazines like Indian Architecture & Builder and Better Photography. Over the years, Prof. Mathew has received numerous honors, including the Inlaks Fine Arts Award, Alliance Franaise Young Artist of the Year, the Commonwealth Fellowship, and international research grants from the Shastri Foundation and UKIERI. His dedication to design, education, and innovation continues to inspire students, researchers, and creative professionals across the world.

Faculties at DOD IITH

Prasad Onkar, PhD
Associate Professor
Research Interests: Virtual Reality, Haptics, Interaction Design, Product Design, 3D Printing, Affect-Cognition Interaction and Design Innovation

Prasad Onkar completed his PhD in Computer-Aided Conceptual Design from Centre for Product Design and Manufacturing (CPDM), IISc Bangalore. He holds Master of Technology (M. Tech.) degree in Product Design and Manufacturing from Visvesvaraya Technological University, Belgaum, Karnataka, and Bachelor of Engineering (B. E.) degree in Mechanical Engineering from Karnatak University, Dharwad, Karnataka. Prior to joining IIT Hyderabad, he was Assistant Professor at Department of Design at IIT Guwahati. He was also a Visiting Researcher at Virtual Prototyping Lab in the Department of Mechanical Engineering at Politecnico di Milano, Milan, Italy. He is also the convener of Unnat Bharat Abhiyan (UBA) and member of Rural Development Centre of the Institute.

Delwyn Remedios, PhD
Associate Professor
Research Interests: Virtual Reality, Augmented Reality, Extended Reality, Artificial Intelligence, Interaction, Immersion in Animation, Films, Graphic Narratives and other forms of Visual Narratives, Sustainable approaches to Film Production, Urban Graffiti and Mural Art, Indian Animation Studies

Delwyn is an international award winning experimental animation filmmaker. His films explore a variety of mediums such as Traditional, Digital, Sand, Whiteboard, Explainer Videos, Motion Graphics, Stop-motion, GIFs, Projection Mapping and 360-Degree Virtual Reality animation. He has worked in the eLearning industry as a Visual Designer and has contributed to areas of Visual Storyboards, Character Designs, Illustrations, Motion Graphics, Info Graphics and Animation Production. Other industry projects include Children Book Illustrations, Book Cover Designs, Visual Representation of Oral Traditions, Graphic Novels, Comics, Caricatures, Mascot Design, Mural Art and Graffiti. He is the author and illustrator of a web comic series Shayne's World. His PhD experiments with Parallel Interactive Narratives in Cinematic Virtual Reality. At IIT Hyderabad, he teaches courses in Animation, Filmmaking and Illustration.

Faculties at DOD IITH

Neelakantan Keshavan, PhD
Assistant Professor
Research Interests: Architectural Design, Space Design, New Media Design, Aesthetics, Urban Studies, Visual Design, Visual Culture, Performance Studies

Neelakantan Keshavan is an architect, designer, educator and researcher working across spatial design, visual culture and design research. His interests centre on how people perceive, inhabit and make sense of everyday spaces, objects and infrastructures.
His research and teaching draw from architecture and urban studies, visual culture, phenomenology, ethnography and design anthropology. He is particularly interested in questions of place, spatial experience, everyday practices, mental imagery and sensory perception, including emerging work with listening, soundscapes and oral narrative.
A significant part of his practice is concerned with experimental pedagogy. His courses combine fieldwork, observation, walking, storytelling, performance and sensory inquiry, often using everyday environments as sites for connecting theoretical questions with lived experience. His broader interests include participatory and pluriversal approaches to design, sensory ethnography, and experimental forms of design research and communication.

Seema Krishnakumar
Assistant Professor
Research Interests: Visual Storytelling, Data Visualisation, Information Design, Interaction Design, Interactive Narratives, Multimedia and Photography

Seema has more than a decade long experience as a visual communicator, documentary photographer and design faculty. She has worked for several government and non- governmental organisations as a designer. Earlier she worked with DJ Academy of Design, Kerala State Institute of Design and National Institute of Design. Currently she is pursuing her PhD at IDC, IIT Bombay. She holds a Masters in Communication Design from Pratt Institute, New York where she was also a Fulbright – Nehru fellow for the same.

Faculties at DOD IITH

Ankita Roy
Assistant Professor
Research Interests: Heritage Documentation, Publication Design, Interface Design, UX UI design, Ancient Scripts, Paper Engineering, and Graphic Design

Ankita is an alumna of IIT Bombay and NID Ahmedabad, currently teaching Visual Communication and User Experience Design at the Indian Institute of Technology Hyderabad. She is pursuing her doctoral studies at Kyushu University, Japan. With over a decade of experience in industry and academia, she has worked with global organizations including Singapore Metro, British Airways, Tata, Airtel, and the Corbett Foundation as a Lead Designer and UX Consultant. Her Research and academic journey began as a Research Assistant at Nanyang Technological University, Singapore, followed by extensive work in the publication industry that shaped her research and design thinking. Her works are archived in major libraries in India and abroad. Ankita's book The Magic of Mandu — Suhur-e-Shaadiabad received the National Award for Excellence in Publishing from the Ministry of Tourism, Govt. of India. She also contributes actively to social, healthcare, and wildlife conservation initiatives, focusing on documenting India's architectural heritage.

Mohammad Shahid, PhD
Assistant Professor
Research Interests: Design Research, Experimental Typography, Visual Culture, Visual Branding, Graphic Design, Indic Script, Communication Design

Mohammad Shahid has a diverse design background with a Bachelor of Design (BDes) in Textile Design from National Institute of Fashion Technology (NIFT), Master of Design (MDes) and PhD in Design, both from Department of Design, IIT Guwahati with core specialisation in Visual Communication/Graphic Design. His PhD thesis is based on "Understanding the visual vocabulary of the title design and its role in Bollywood movie posters." His current research area is experimental typography where he is exploring different ways of making alphabets (especially Indic Script) learning more playful and engaging.

Faculties at DOD IITH

Srikar AVR
Assistant Professor
Research Interests: Product Design, Furniture Design, System Design, Advanced Materials, Workplace Design and Ethnography, 3D Printing, Rapid Prototyping

Srikar is an Architect and an Industrial Designer by profession. He is an Product Design, PG alumnus of National Institute of Design. He also did another Masters in Strategic Design and Innovation from Politecnico di Milano, Italy. Srikar has led global consulting assignments with Iconic furniture manufacturing brands like Herman Miller and Steelcase. With 13 years of industry experience, he also worked in various capacities as a Design leader with brands like Kohler, DuPont, Godrej and Nokia in the areas of R&D, Design and Innovation, Advanced Materials in Design, CSRs, Sustainability, Analytics, Workplace Strategy. With his passion for research and teaching young minds; he travelled widely and been an active visiting faculty in leading design and architecture Institutes in India and abroad. He has been nominated as India design ambassador for Scandinavia (Norway and Sweden) representing Godrej for the company's efforts in the field of Healthcare design innovations. He is also a member of CoA, WDO, IADRA, CII etc.

Saurav Khuttiya Deori, PhD
Assistant Professor
Research Interests: Visual ethnography research, Heritage preservation, Branding- identity designs and print publications, Graphic Design

Saurav Khuttiya Deori has pursued his master's and Ph.D. programs at the Indian Institute of Technology Guwahati with interest in Visual communication. His Ph.D. research include studies on architectural ornamentations of the early monuments of the Ahom dynasty of Assam. For his Ph.D. work, Saurav was the recipient of the 'Best Thesis Award' for the year 2021-2022 of the Department of Design, IITG. He was also associated with a thematic project under the Design Innovation Centre (DIC), IIT Guwahati, funded by the Ministry of Education, Govt. Of India. The project aims to develop various promotional tools to uplift the tourism industry of Assam. Saurav has worked on multiple branding, print and publishing projects for IIT Guwahati, Directorate of cultural affairs, Govt. of Assam and Govt. of Bodoland Territorial Council, India.

Faculties at DOD IITH

Anusmita Das, PhD
Assistant Professor
Research Interests: Human-Computer Interaction, Participatory Design, Behavioural Design, Systems Design, Visual Culture, Urban Semantics

Anusmita is a design researcher whose work examines how underserved communities in India navigate, interpret, and shape the systems that impact their everyday lives. With a background in architecture and design, she served as a founding faculty member at NID Madhya Pradesh. She holds a Masters and PhD from IIT Guwahati, where her doctoral research focused on visual culture and urban semantics focusing on how people read and construct meaning within environments. Today, she applies those same questions to digital and civic infrastructures, from banking platforms to local governance. As the founder of the Experience Design Lab at IIT Hyderabad, she bridges Human-Computer Interaction (HCI) and the social sciences through participatory, ethnographic, and behavioural research. Her current field research includes projects on financial inclusion and AI-driven fintech with self-help groups in rural Telangana, as well as community-led governance initiatives in tribal Gram Panchayats.

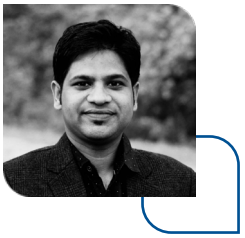
Sonali Srivastav, PhD
Assistant Professor
Research Interests: Film and Media production, Storytelling, Visual Cultures

Dr. Sonali Srivastav has worked in the media production industry in various capacities such as a camera person, scriptwriter, editor and producer for documentaries, TV shows and news. For her Ph.D., she worked in the area of web narratology and market dynamics of OTT platforms in India and attended the Summer Doctoral Program at the Oxford Internet Institute, Oxfordshire on scholarship. A Gold Medallist in M.A. Mass Communication from AJK MCRC, Jamia Millia Islamia, she attended Indraprastha College for Women, Delhi University for her Bachelors in Mass Media and Mass Communication.Currently she is exploring the areas pertaining to audio visual art forms and building narratives.

Faculties at DOD IITH

Md Haseen Akhtar, PhD
Assistant Professor
Research Interests: Healthcare Infrastructure and Services Design, (more than) Human Centered Design, Computational Design, Emerging Technologies in Design (XR and AI), Human Computer Interaction (HCI), Brain Computer Interfaces (BCIs), Behavioral Design, Critical, Social and Frugal Design and Innovation, Design Education and Design for Global Health

Dr. Md Haseen Akhtar completed his Ph.D. in Human Centred Design from the Department of Design, IIT Kanpur as a Prime Minister Research Fellow (PMRF). He holds a Master of Design degree in Industrial and Product Design from IIT Kanpur and a Bachelor of Architecture (B.Arch.) degree with Gold Medal from NIT Trichy, Tamil Nadu. He has served as a Fulbright-Nehru Fellow at the Jacobs Institute for Design Innovation and Department of Architecture, CED, University of California Berkeley, where he worked on computational design and emerging technologies. He taught final-year B.Arch. Architectural Design Studio, M.Arch. thesis studio, and Emerging Technologies Studio during his Fulbright fellowship at UC Berkeley. He has also taught several UG foundational design courses at NIFT Hyderabad and PG design courses at IIT Kanpur during his PMRF tenure at IIT Kanpur. Prior to joining Department of Design, IIT Hyderabad, he was a Postdoctoral Researcher (FARE Fellow) at IIT Kanpur working in HCI Domain. He is also a recipient of the BIRAC Biotechnology Ignition Grant and holds 4 patents and design copyrights for healthcare innovation.



Pranav Satpute, PhD
Assistant Professor
Research Interests: Industrial Design, Design Innovation, New Product Development,Design for Social Impact

Dr. Pranav Satpute is an Industrial Designer with over a decade of experience in industrial design, new product development, computer-aided product design, and product management. He holds a Bachelor's degree in Mechanical Engineering from Pune University, and a Master's and Ph.D. in Design from the Department of Design, IIT Guwahati. His doctoral research focused on exploring the role of industrial design and innovation in product-integrated photovoltaic (PIPV) solutions for rural India. Prior to his Ph.D., he was involved in the Design Innovation Centre (DIC) project and other initiatives sponsored by the Government of Meghalaya and the Asian Development Bank at IIT Guwahati, where he contributed to the development of efficient crafting processes and tools for bamboo artisans in Meghalaya. He has worked with design studios and several multinational companies as an industrial designer, contributing to the design and development of a wide range of products including automotive seating systems, electronic devices, street lighting and smart poles, and urban infrastructure solutions. His expertise lies in bridging technology with innovative design, with a focus on creating functional, sustainable, and impactful products.

Adjunct Faculties at DOD IITH

Nina Sabnani, PhD
Research Interests: Animation, Illustration & Film Making, Narratives, Visual Design, Storyteller, Character Design, Colors

Nina Sabnani is an artist and storyteller who uses film, illustration and writing to inform and enlighten her audience. Graduating from the Faculty of Fine Arts, Vadodara she received a master's degree in film from Syracuse University, NY, which she pursued as a Fulbright Fellow. Her doctoral thesis on the Kaavad tradition has been published by Niyogi books; Kaavad Tradition of Rajasthan, a Portable Pilgrimage. Her animated films are often rich collaborations with artists and folk fablers and have earned critical acclaim. Her film Hum Chitra Banate Hain won the National Award in 2016. In 2018 she received The Big Little Book award: a lifetime achievement award for Illustration at the Tata Lit Live Festival, Mumbai. In 2021 she was conferred with The Legend of Indian Animation award from Toonz Media Group. Nina's research interests include exploring the dynamics between words and images in animated films and book illustrations. She taught at NID Ahmedabad for 22 years and retired from IDC, IIT Bombay in 2021. At present, she is associated with Srishti Manipal Institute of Art Design, and Technology, Bangalore; and School of Design UPES, Dehradun, IIT Bombay and IIT Hyderabad. Nina currently lives in Chennai.

Uday Athvankar
Research Interests: Game design, Product design, User studies, Communication theory, Drawing and sketching, Marketing and product planning and Qualitative research techniques

After being trained as an architect from J.J School of Architecture, Prof. Uday Athvankar worked in the field for 4 years with Architect Kamu Iyer, before switching over to Industrial Design in 1970. As a UNESCO scholar, he studied Industrial Design at Institute of Design, Illinois Institute of Technology, Chicago. Over 45 years,he has been dividing his time between Industrial Design teaching, Design research and Design related consulting for companies. As an Industrial Design Faculty at IDC, IIT Bombay, Prof. Uday Athvankar taught various courses that include Game design, Product design, User studies, Communication theory, Drawing and sketching, Marketing and product planning and Qualitative research techniques at PhD level. He has been a design consultant to many industries and start-ups on product innovation.

Adjunct Faculties at DOD IITH

Ravi Mahamuni, PhD
Research Interests: Service Design, Technology and Behaviour Change, Sustained Behavior Change

Dr. Ravi Mahamuni stands at the forefront of congruence of service design, technology and behaviour change; blending deep academic insight with extensive industry experience to foster transformative change. He holds a Ph.D. in Service Design for Sustained Behavior Change from IIT Guwahati, an Executive MBA from Symbiosis, and a Bachelor of Engineering in Electronics from Walchand College of Engineering, Sangli (Class of 1995).

With a remarkable career spanning twenty-eight years, Dr. Mahamuni has excelled in diverse roles across academia, research, and industry. Renowned as a thought leader and Design Thinker, he has authored over 60 research papers and holds more than 15 patents as lead inventor. His research encompasses design for change, scaling service design, and empowering service designers to facilitate meaningful transformation within communities. Driven by a unique blend of technological expertise and management acumen, he champions technology as a catalyst for human-centric services and advocates for designing beyond human needs to embrace holistic societal impact. His research journey is featured in “Mastering Service Design-The Journey of a TCS Research Scientist” on the TCS website.

Dr. Mahamuni’s influence extends internationally. As the first and only Indian Senior Member of the ServDes Scientific Committee, he also serves as Convenor of the ServDes India Chapter and Service Design for Society (SDS) - India. He is a key contributor to the global AIS Industry Advisory Board and is active in ISO Service Excellence working groups since 2022, representing India in delegations to Cyprus and China. His commitment to advancing social design is highlighted by his role on the inaugural advisory board of the Social Design Institute at University of the Arts London (UAL). In India, Dr. Mahamuni is a valued member of the Departmental Advisory Committee for the Design Department at IIT Hyderabad and serves on the boards of studies for numerous national and international colleges. He is the Conference Chair and co-host for ServDes25 - happened first time in Asia which is premier service design and innovation event. Recognized for excellence, he was honored with the CII Design Excellence Award 2025 for Design for Social Impact. Dr. Mahamuni’s enduring passion for service design, his dedication to social innovation, and his commitment to more-than-human design continue to inspire professionals and academics worldwide.

Adjunct Faculties at DOD IITH

Prof. Ravi Mokashi Punekar, PhD
Research Interests: Design Education, Product Design, Material Culture and Design

Prof. Mokashi has 35 years of experience in Design education and is engaged in Design Research and Product Design and Development activities. Under his supervision several research scholars have completed their Doctoral research and have been awarded their Ph.D in Design degree. He has to his credit research and development projects undertaken for Indian industry including Colgate Palmolive Ltd; Cable Corporation of India; Indian Railways; and government departments, etc.

As Project lead he was engaged in developing online Digital Learning content e-Kalpa on Design in India for the MHRD sponsored, NMEICT project undertaken jointly with IDC School of Design, IIT Bombay and NID Bangalore. As the Indian partner institute, he recently completed the international project on Design for Sustainability -'Learning Network on Sustainability - International. (LeNS International'. This EU funded project was led by PoliTechnico-di-Milano, Italy.

He recently superannuated as Senior Professor at the Department of Design, IIT Guwahati (2001- 2021). Earlier, he worked as Senior Designer in the Faculty of Industrial Design and as a chairman at the National Institute of Design Ahmedabad. In addition, Prof. Punekar has held responsible administrative positions as the Vice-President - Heritage Network (2017-'18).

He is currently a member of the board of academic studies for four leading Design institutions in India. He has been invited as an Expert committee member for selection of National Design Awards including the CII Design Excellence Awards; Lexus Design Awards (India); Microsoft Innovation Design Awards among others.

Affiliate Faculties at DOD IITH

Shuhita Bhattacharjee, PhD
Research Interests: Victorian Literature and Culture, Postsecular Theory, Gender, Sexuality, Postcolonial Studies, Posthuman Theory, Thing Theory, Cinema of the Diaspora, Graphic Novels, New Woman Literature, Anglo-Indian Literature

Shuhita interests have been in the areas of Victorian Literature and Culture, Postsecular Theory, Studies on Religion and Secularism, Gender, Sexuality and Queer Theory, Postcolonial Studies, Posthuman Theory, Cultural Studies, Thing Theory, Literature and Cinema of the Diaspora, Graphic Novels, Popular Literature and Culture, New Woman Literature, Discourses of the Hijab, and Anglo-Indian Literature. A significant aim of her first monograph is to complicate the predominant geopolitical assumption of a modern 'crisis of faith' and 'decline' of religiosity. She is currently working on second monograph in which she examine the representations of colonial idols in fin-de-siècle literature and culture. A particular interest area is the notion of dark humour and subalterity in contemporary cultural discourses and performances.

Design Team at DOD IITH

Vijay Kumawat
Senior Technical Superintendent
Research Interests: Graphic and Visual Design, History of Graphic Design, Design Interventions, Deep Learning and AL, Digital conservation and preservation, Signage Systems, Identity Design, Design Strategy, Print Making, Book Design, VR/AR/XR

Vijay Kumawat is a Design Graduate from NIFT Himachal Pradesh. He has worked with various organizations and institutes like NID Gandhinagar, NID Bangalore, D'source – Ekalpa by MHRD – Government of India, GMR Group, Elite Techno Groups by Formula one Racing Marshalls, Wacom Design Challenge, Vivaran/Tabledege, Archaeological Survey of India, Action for India, GSEB, CII, BCCI, HCA, Hyderabad Runners, Airtel, AICTE and National Stock Exchange Report Design. He is also serving as a Design Manager at the Design Innovation Centre (DIC), IIT Hyderabad (Nodal), supported by the Ministry of Education, as an additional responsibility. His interest area includes Graphic and Visual Design, History of Graphic Design, Design Interventions, Design Prototyping, Digital conservation and preservation, Signage Systems, Identity Design, Design Strategy, Printing and Bindings, Book Design, and Organising Design Events. In upcoming years he wanted to learn deep learning, VR, and Metaverse Technologies.

Rajkumar Bejjanki
Senior Technical Superintendent
Research Interests: Transmedia Branding, Instructional Design, Art & Illustration, Calligraphy, Photography, Filmmaking

Rajkumar Bejjanki is a Post Graduate in 'Mass Communications' from the 'University of Hyderabad' and also holds a 'Bachelor of Fine Arts (Painting)' from 'Potti Sreeramulu Telugu University, Hyderabad'. He has more than a decade of work experience in visual communications with high-profile organizations and start-ups, and some professionally stimulating organizations like Tech Mahindra, ICRISAT, Ubiquus, Trianz Holdings, and the National Institute of Open Schooling. He has also worked closely with communication designers and marketers in companies such as Glaxo Smith Kline, ICRISAT, Biocon and Tata Steel. His primary areas of interest are transmedia branding, instructional design, art & illustration, calligraphy, photography, and filmmaking.

Design Team at DOD IITH

Satyendra R
Junior Technical Superintendent
Research Interests: Robotics, IoT, R&D, Prototyping, Fabrication, 3D Printing

Satyendra R. Nishad holds an M.Tech. Degree in Robotics from the Defence Institute of Advanced Technology, Pune. Before joining IIT Hyderabad, he worked as a Laboratory Manager at the Technische Universität Berlin, Germany. He also has a research background, as he has experience of working as a Research Fellow at IIT Patna. Additionally, he has experience of working with some of the prestigious research organizations in the country, such as ISRO (Indian Space Research Organisation) and BARC (Bhabha Atomic Research Centre) during his studies. At IIT Hyderabad, he works as a Junior Technical Superintendent in the Department of Design. His areas of interest are R&D, Prototyping, Fabrication, 3D Printing, etc.

Vivekananda Chary
Junior Technician
Research Interests: Design Thinking, Wooden Work, Prototyping, Metal Work, Intricate work, Mechanical Interventions

Vivekananda Chary is a Diploma holder in Interior design from 'Lakhotia Institute of Design Hyderabad' currently pursuing graduation from Prof. G Ram Reddy Center for Distance Education Osmania University Hyderabad. He has ten years of experience in the home interior and has worked on several projects in Hyderabad. His primary areas of interest are furniture design, mechanical innovations, conceptual product design, prototyping, laser cutting, engraving, and CNC products. He holds a design patent for Rethinking the design of an electric truck carrier, while another patent is under examination.

Design Team at DOD IITH

Priyadarshan Borra
Junior Technician
Research Interests: Stores and Purchase, Architecture, Space Design, Photography

B R Priyadarshan has completed his bachelor's in Architecture from Jawaharlal Nehru Fine arts and Architecture University, Hyderabad. He has worked in various architectural firms involved in designing buildings, churches, and commercial projects. His area of interest includes Architectural design for commercial and residential projects. At IITH he is involved in designing the entrance gate tower, bus stops, foot over bridge near the faculty and staff towers.

Gopal Manthuri
Junior Assistant
Research Interests: Stores and Purchase, Administration, Procurement, Inventory Management, Department Management

Gopal joined IIT Hyderabad in 2024 and continues to be a valuable member of our department. His working expertise are Stores and Purchase, Administration, Procurement, Inventory Management, Department Management.

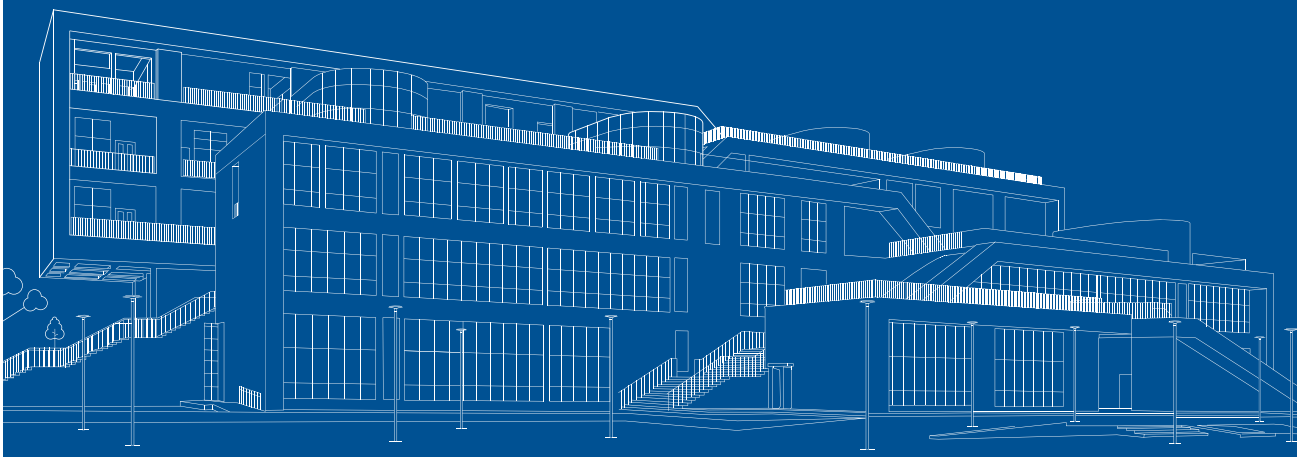
P Jagadeesh
Assistant - Workshop
Research Interests: Carpentry, Metal Welding, Prototyping, Machine and Equipment Maintainence

P Jagadeesh has a diploma in carpentry from Word and Deed ITI. He joined Department of Design at IITH in 2016 and has experience in welding and woodworking. He supports student projects in product design.

Dates & Information

FOR IMPORTANT DATES
ABOUT ADMISSIONS,
Visit the department website
design.iith.ac.in

FOR GENERIC AND
APPLICATION DETAILS
Visit institute website
iith.ac.in



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