

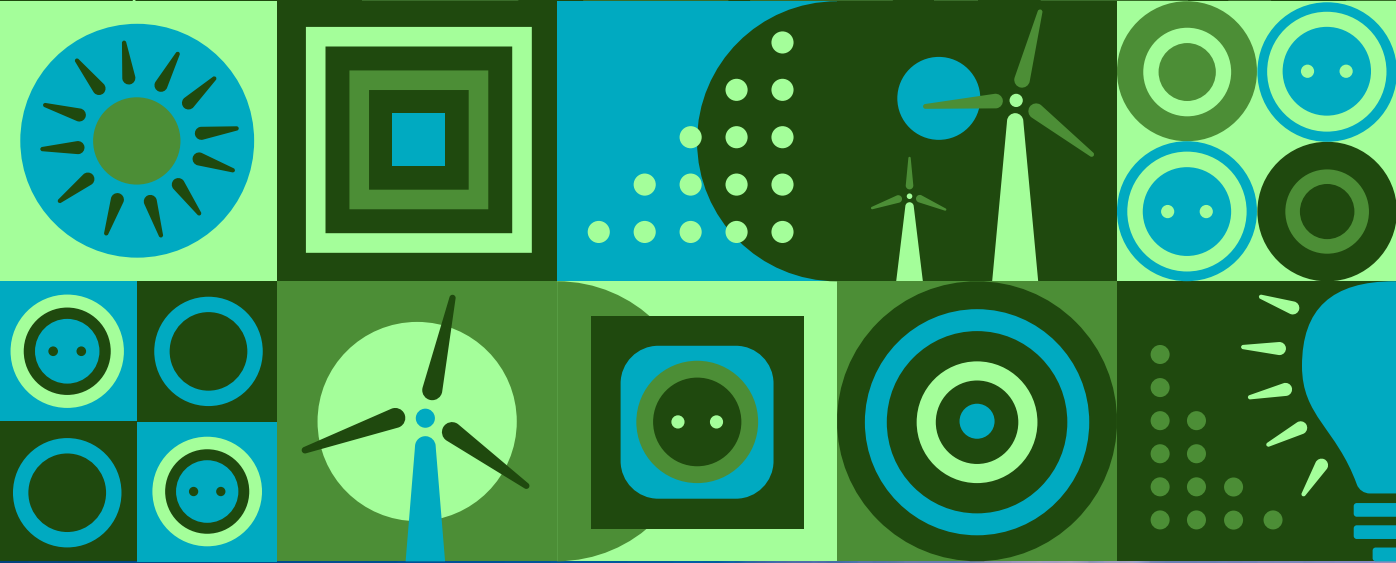


భారతీయ సాంకేతిక విజ్ఞాన సంస్థ హైదరాబాద్  
भारतीय प्रौद्योगिकी संस्थान हैदराबाद  
Indian Institute of Technology Hyderabad

# MDES 2025-26 ADMISSIONS

a bunch of Design, sustainability,  
Technology & Interventions

# DESIGN



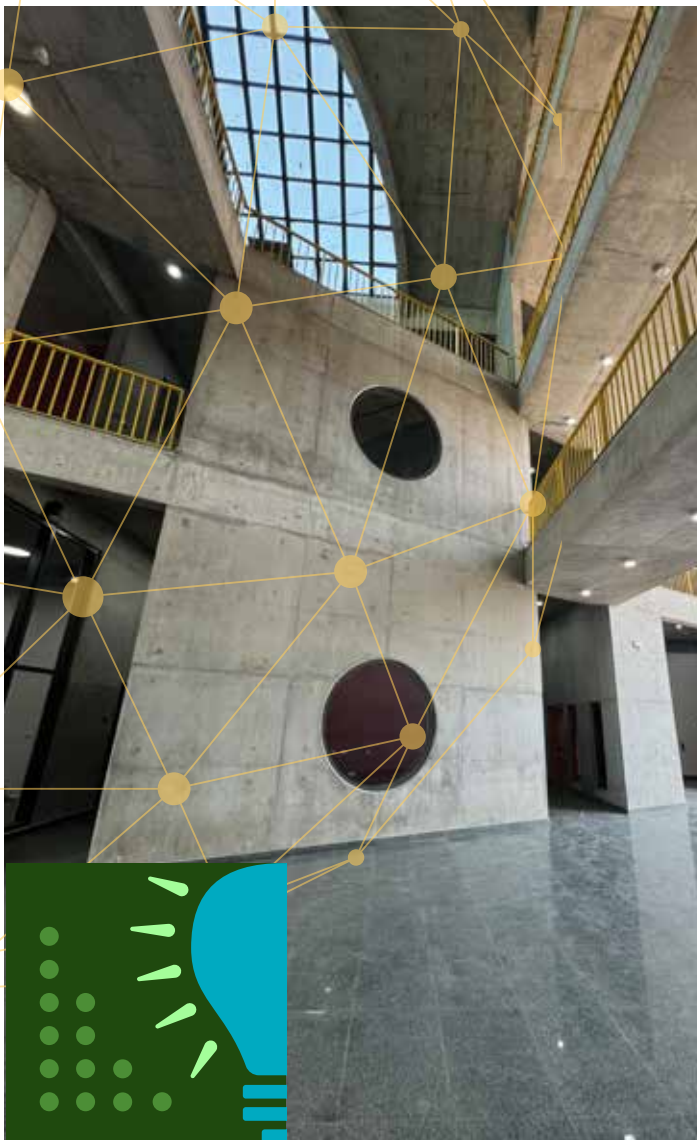
 Department  
of design



# Introduction IITH

## Indian Institute of Technology Hyderabad

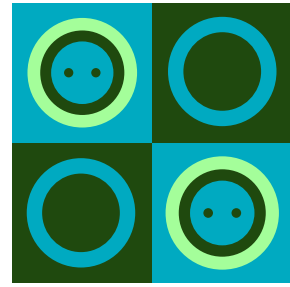
Indian Institute of Technology Hyderabad (IITH), established in 2008, is a premier institute ranked among India's top 10 engineering institutes by NIRF. It offers undergraduate programs in classical engineering, applied sciences, design, and interdisciplinary fields. Students have the flexibility to 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
- **MDes by Practice**
- **MDes by Project**
- **Bachelor of Design (BDes)**
- **PG Certificate Program in Visual Design and UX (Online) in collaboration with Talentsprint**

## Design Minor

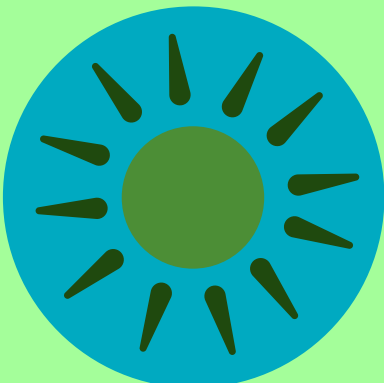
This provides an opportunity for students from different streams of Bachelor students of IITH to engage in a design oriented course.

### **Note -**

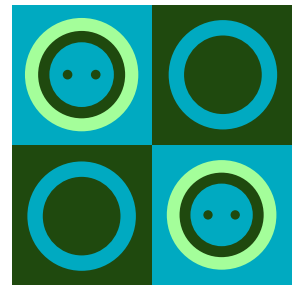
For those students who are inclined towards Academia & Research, the Department offers a Direct BDes to PhD with few criterias as per Institute Norms.

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 3.



# MDes



**Design is pervasive.** It is a catalyst for change, impacting all human endeavours. Engaging in an immersive dialogue with the philosophies, ideas, tools and techniques of design discipline will greatly influence the way we live and experience the world around us. With this as a larger vision, the Department of Design at IIT Hyderabad is offering Master of Design (MDes) programme. MDes is a 2-year full-time program that aims to provide a broad understanding of design along with student-driven specializations in Visual Design, Product Design, and **Interaction Design**.

The program is a dynamic mix of practice-based learning and applied research, opening students to be actively involved in the discussion of the past, present and future of designedly endeavours . The program envisions developing critical thinking, leadership and cross-disciplinary skills in design-related decision-making.

With a focus on industry requirements, the program offers the freedom to experiment and be innovative in its approach and exposure to multiple tools and mediums. It is also an avenue for those who have a bend for entrepreneurial capabilities to hone their futures.

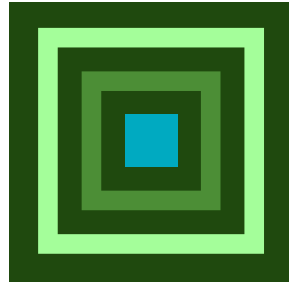
## **Master of Design in Visual Design**

The two-year program in Visual design is a window to the opportunities in expressing and communicating using tangible and intangible channels of graphic design, typography, illustration, publication, and visual branding and extending them to moving images, animations, film design, space and architecture, web and interaction design and newer technologies that demand user interaction and experience.

The specialisation offers courses in Graphics and Information Design, Moving Images, Film Making, Photography & Imaging, Experimental typography, Animation, Space design and Data and information visualization.



# MDes



## **Master of Design in Interaction Design**

The two-year program in Interaction Design is an opportunity to learn aspects of various forms of interaction with humans, non-human, spatial and technological aspects of Interaction Design. The interdisciplinary nature of the courses at the design department allows the student to explore interactions in physical space, digital installations of spatial nature, digital installations, virtual reality, user interfaces, data narratives, digital systems and services, speculative futures and much more.

The specialisation offers courses in **Interaction Design (UI/UX), AI, Virtual environments, Space Design and Data and Information Visualization.**

## **Master of Design in Product Design**

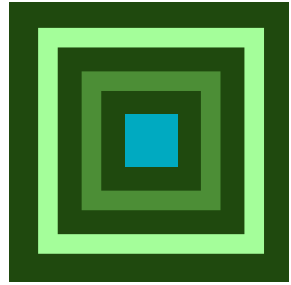
The two-year program in Product Design is an opportunity to develop a hands-on capability to design products for various domains; ranging from consumer goods, crafts, electronics, healthcare equipment, furniture, automobiles and other evolving domains. The domain also encourages students to be aware of best practices suitable for a sustainable environment and circular economy. Cross-Disciplinary aspects of product design and interaction design is another path students have an opportunity to explore further.

The specialisation offers targeted courses in **Strategies for Sustainable Design, Product Semantics, Ergonomics, Space Design and Advanced Materials.**





# MDes



## MDes by Project positions:

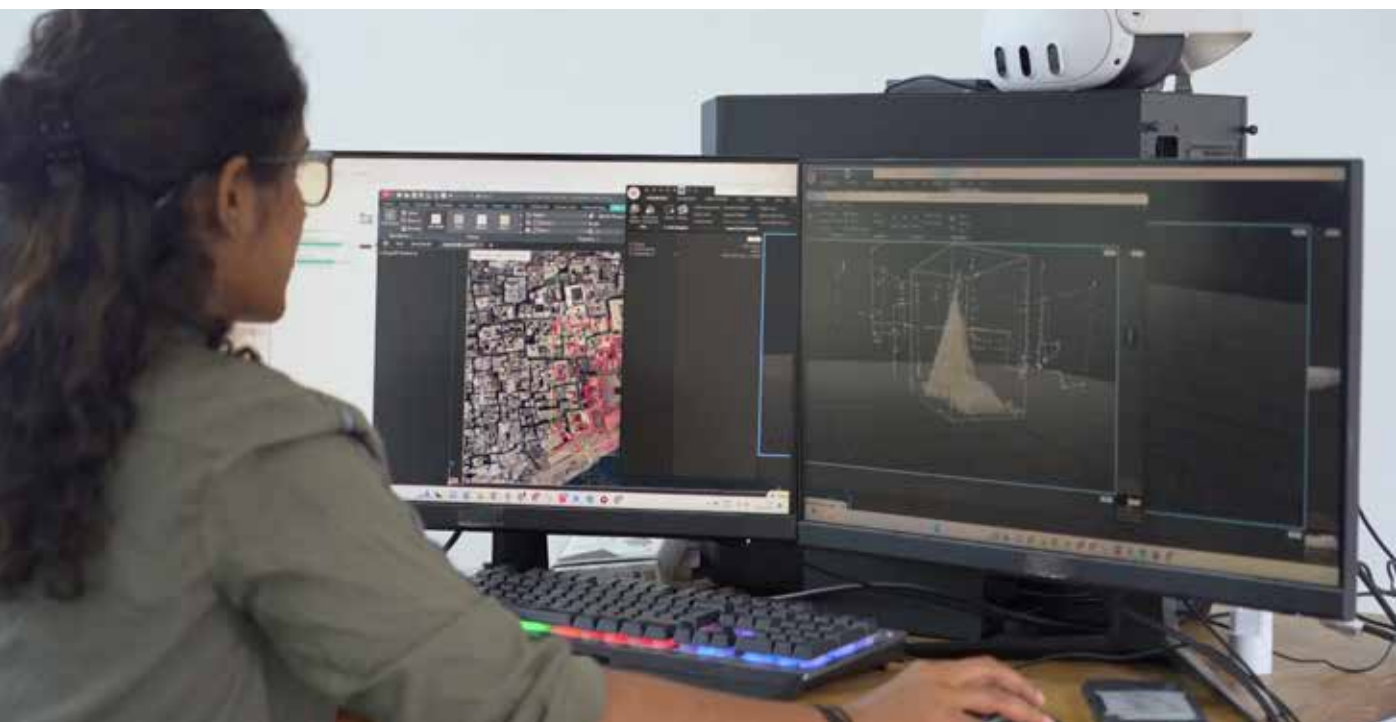
### **Project title: Hybrid Cloud Digital Twin for the Built Environment using BIM**

**Eligibility:** Bachelor's degree in Computer Science, Engineering, Architecture, Civil Engg, Design or related field; or in a relevant discipline (e.g., BIM, Digital Architecture) preferred.

**Desirable:** Exposure to AI/ML / Air Quality / Building Design Optimization.

**Description:** Experts in BIM and computational design, simulation, specializing in digital twin development, with a focus optimizing Built environment. Candidates have deep expertise in BIM tools and computational design, with digital twin experience as a core competency, and preferable (but not mandatory) knowledge of ML, AI, and API integration.

**PI: Dr Shiva Ji**



# Eligibility

## **MDes (MoE and Self Sponsored, Project, Practice)**

The candidates should have a minimum of 55% marks (50% marks in case of SC/ST) or equivalent grades in the qualifying examination, which are:

Bachelor's degree in Engineering / Architecture / Design / Interior Design or equivalent (4 year program after 10+2)

Professional Diploma in Design (NID/CEPT or equivalent of a 4-year program after 10+2)

BFA (4-year professional program after 10+2)

Master's degree in Arts / Science / Computer Applications (2-year program after 10+2+3)

- **MoE and Self Sponsored Seats:** A Valid CEED score is required for MoE seats.

- Self Sponsored seats: For the Self-sponsored category, CEED qualification is not mandatory. However, students should fulfill other eligibility criteria mentioned for admission in the MDes program.

## **- Mdes by Project**

A CEED score is required for a fresh candidate. A relaxation of mandatory CEED score requirement for the candidates who have work experience of 6+ months in IIT Hyderabad.

## **- Mdes by Practice**

Working professionals with a minimum of two years of experience from a registered organization/startup. The candidate should be currently working in an industry and a NOC should be obtained by the candidate from the industry in which he/she is currently working. (The NOC should clearly mention that "Mr./Ms. XXXX has been working with us since XXXX and we have no objection to him/her registering for the online MDes program with IITH.)





# Selection Process

## **MDes (MoE and Self Sponsored, Project, Practice)**

### **MoE seats:**

The qualifying exam is the Common Entrance Examination for Design (CEED). The candidate will be shortlisted for Design Aptitude Test (DAT) based on the CEED score. The final selection is a two-step process. Shortlisting for the interview will be done based on the portfolio review and DAT exam. It is mandatory to attend all stages to be considered for the further admission process.

### **Self-Sponsored seats:**

For the Self Sponsored category, CEED qualification is not mandatory. However, students should fulfil other eligibility criteria mentioned for admission in the MDes program. The selection is a three-step process. Shortlisting for the DAT will be done based on an online test. Shortlisted candidates will be called for the DAT exam. Shortlisting for the interview will be done based on the portfolio review and DAT exam. Candidates must attend all exams to be considered for the further admission process. For more details please check department **website: [design.iith.ac.in](http://design.iith.ac.in)**

### **MDes (Project):**

The selection is based on the suitability of the candidates for the project and portfolio review, followed by the interview.

### **MDes (Practice):**

The selection is based on a Design Aptitude Test (DAT), and the shortlisted candidates will have to appear for a personal interview and portfolio review.



# 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.

## 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.

## 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.





# Faculties at DOD IITH



**Shiva Ji, PhD**

**Associate Professor & Head, Department of Design**

**Research Interests:** Design for Sustainability, Sustainability, Assessment, LCA, New Age Products/Services, Virtual & Augmented Reality, Architectural Heritage Reconstruction

Shiva Ji is a practicing Architect, Associate Professor and HoD 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**

**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

Deepak John Mathew is involved in setting up the design Department at IIT Hyderabad. He has been instrumental in designing and developing the dual postgraduate programme in Photography Design. He also set up the Photography Design discipline and started an International Postgraduate Certificate Programme in Photography at the institute in collaboration with University for Creative Arts, Farnham, UK. Deepak has curated a number of exhibitions at NID, including those featuring the works of the famed photographers such as Henri Cartier-Bresson, Anne Maniglier, and Raghu Rai. He had five solo shows in the UK and India, exhibited his work at many international and national exhibitions and has authored several papers and a book titled “Principles of Design through Photography”. He is a regular contributor and columnist to magazines like Indian Architecture and Builder and Better Photography.

# Faculties at DOD IITH



**Neelakantan Keshavan, PhD**

**Assistant Professor**

**Research Interests:** Architectural History and Theory, Sound and music cultures, Performance Studies

Neelakantan's critical and creative enquiries, instead of rooting within domains tend to be more in the form of lines of thinking which pass through Architectural and Design Theorization, Embodied Knowledges and Practices, Aesthetics, Urban Studies, Space, Place, Visual Culture and Performance Studies. These lines tend to be particularly attracted to in-betweens and inter-disciplines and look forward to encountering Anthropology, Literature and Philosophy.



**Delwyn Remedios, PhD**

**Assistant Professor**

**Research Interests:** AI and Animation/film, Illustration & Film Making, Narratives, Visual Design, 360 Degree Animation, Character Design, Colors, Emerging technologies and Narratives, Cinematic Virtual Reality, Virtual Reality Comics, Animation, Interactive Film

Being an international award winning experimental animation filmmaker, his animation work explores 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. At IIT Hyderabad, he teaches courses in Animation, Filmmaking and Illustration.

# 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.



**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:** Typography, Ancient Scripts, Geometry & Tessellations, Kufic Calligraphy, Architectural Decoration, UX-UI, Paper Engineering and Book Design

Ankita did her graduation from the prestigious National Institute of Design, Ahmedabad and Masters in Visual Communication from IDC, IIT Bombay including a brief stint as Research Assistant at Nanyang Technological University in Singapore. Ms. Roy has over a decade long experience in the Design and Publishing Industry. Her research works have been published and cataloged at prestigious libraries in India and the World over. Her work - “Brahmi -Rediscovering the Lost Script” has been widely acclaimed for its ingenious approach with lucid but engaging visual story-telling. She is currently researching the painting traditions of Bundelkhand.



**Mohammad Shahid, PhD**  
**Assistant Professor**

**Research Interests:** Design Research, Experimental Typography, Visual Culture, Visual Branding, Graphic Design, Indic Script, Communication Design

Dr. Mohammad Shahid is an Assistant Professor at the Department of Design, IIT Hyderabad. He holds a Ph.D. in Design from IIT Guwahati, where he also served as a Teaching Assistant for five years. He earned his M.Des in Visual Communication from IIT Guwahati and a B.Des in Textile Design from NIFT Kolkata. With a diverse background that includes experience in the textile industry and academia, Dr. Shahid’s research focuses on cultural heritage, experimental typography, and visual culture. He has published extensively on these topics, particularly in the context of Bollywood movie posters and their visual rhetoric. Among his notable achievements, Dr. Shahid designed the NIRF (National Institutional Ranking Framework) logo, which is widely recognized across educational institutions in India. He has also been recognized with several awards, including Best Typography Poster Design at Typography Day 2017, 2021 & 2023, Teaching Excellence Award 2021-22 at IIT Hyderabad, and distinguished paper awards at ICCCAD 2017, HWWE 2021 and ICoRD 2025. His teaching interests include graphic design, type design, design research and visual branding, among others.

# 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:** Design Thinking, User Experience Design, User Experience and Cultures, Research Methodologies, Visual Culture, Visual Identity, Urban Semantics, Temporal Urbanism and Cultural Heritage

Anusmita is an alumna of the Department of Design, IIT Guwahati where she pursued her Master's and Ph.D. in Design. As one of the founding members of NID Madhya Pradesh, she played a crucial role in establishing the Foundation Studies Department of the institute. Anusmita has also worked extensively with Tech startups as a UX Designer, designing software applications that focus on user needs. Owing to her diverse experience in academics and industry, her interests lie in domains that allow her to explore design and research inquiries rooted in the Indian cultural context.



**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.



# Adjunct Faculties at DOD IITH



**Ajith Abraham George**

**Research Interests:** Sound Design & Mixing and Sound Engineering, Innovation in Sound and Music, Intervention in Sound, Multi Language Sound and Music

With 25 years of experience in the field of Audio engineering, Ajith has been involved in many films as a Mix Engineer or Sound Designer across many languages. He was instrumental in setting up the KR Narayanan National Film Institute in Kottayam Kerala the third National film Institute in India, and a consultant at SJCC college of Communication the first multimedia institute in Kerala.



**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.

# Adjunct Faculties at DOD IITH



## **Ambarish Kulkarni, PhD**

**Research Interests:** Design Research, Product Development, Engineering Design & VR, Design Education, Innovation by Design

Ambarish has been a Senior Lecturer in Computer Aided Engineering (CAE) in the School of Engineering (SOE) at the Swinburne University of Technology (SUT) since 2017. He has over 12 years of industry experience in conducting applied research and over 10 years of academic experience in Product/ Process Development, Engineering Design/Virtual Reality (VR) and contributed over 40 papers, articles and reports.



## **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.

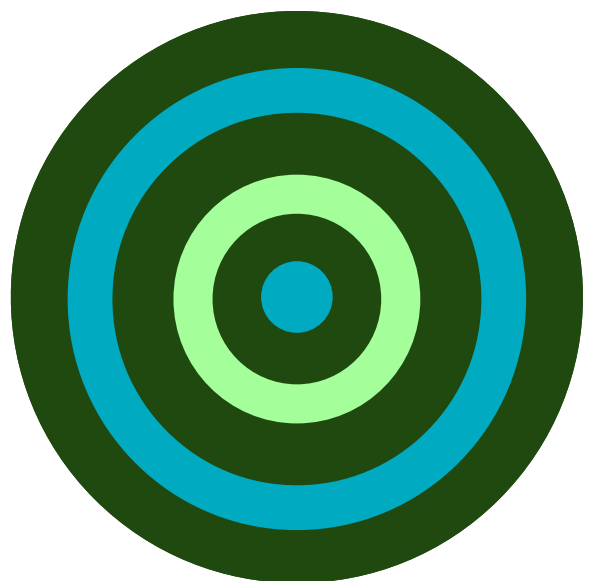
# Adjunct Faculties at DOD IITH



**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.



# 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 AI, 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, Hyderabad Runners, Airtel, AICTE and National Stock Exchange Report Design. He is working for the Design Innovation Centre supported by the Ministry of Education, IIT Hyderabad (Hub). 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 Maintenance

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.

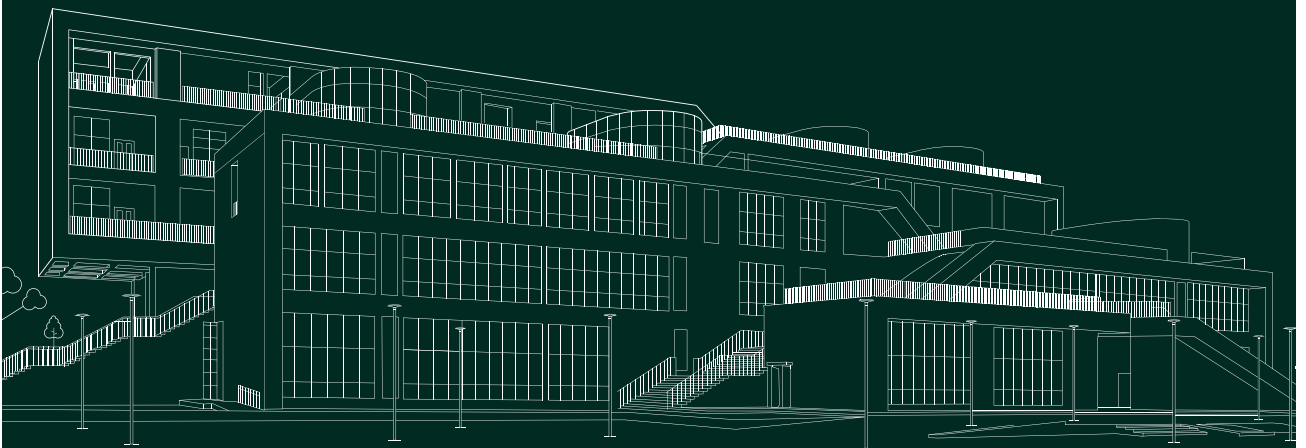
# Dates & Information

FOR IMPORTANT DATES  
ABOUT ADMISSIONS,  
**Visit the department website**  
[design.iith.ac.in](http://design.iith.ac.in)

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APPLICATION DETAILS  
**Visit institute website**  
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# Reach Out to Us

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