M.Des.
Batch 24-26

MEET DESIGNERS OF TOMORROW

Placement
Brochure

WHO WE ARE?

Department of Design and Manufacturing

#1

Overall Category
University Category
Best Research Institute in India

About

Department of Design and Manufacturing

Immersed in the world-renowned **IISc, DM** stands out as one of the few schools in India nurturing talent to create **systemically complex, technologically intensive, and socially impactful solutions.**

Functionality, aesthetics, usability, and sustainability are at the core of everything we do.

NIRF Ranking | Ministry of Education | Govt. of India

Message from the **Chairman**

Imagine crafting products that seamlessly blend technology and human need. Products that are not just functional and beautiful, but are also sustainable and impactful. That's the legacy of our M.Des Programme in Product Design and Engineering, launched in 1997. Since then, we've nurtured generations of design pioneers, empowered by our DEPARTMENT OF DESIGN & MANUFACTURING - DM (erstwhile CPDM - Center for Product Design & Manufacturing).

Our dedicated faculty, pioneers in their fields, guide our students through their journey of exploration and innovation. From creativity and ergonomics to sustainability and human-machine interaction, their learning spans diverse domains. Master cutting-edge tools and methods, backed by state-of-the-art facilities like our Smart Factory. They are equipped to tackle the technological challenges of tomorrow, shaping products that resonate with users and the environment.

We aren't just offering graduates; we're offering future leaders. Join us at DM, and watch your company soar to new heights of design and manufacturing excellence. This is more than just a placement brochure; it's an invitation to invest in the future.

Amaresh Chakrabarti

Chair, Department of Design and Manufacturing (Erstwhile CPDM

Our **Faculty**

Dibakar Sen
Professor

Geometric & Topological Modeling, Digital Human Modeling & Posturing, Geometric & Functional Vision Modeling, Natural Behaviour & Grasp Modeling, Kinematic Assembly Modeling, Deployable Antena Mechanisms, Underactuated & Spring Actuated Mechanisms...

Manish Arora
Associate Professor

Biomedical Devices, Co-Design, Collaboration and Open-Source in Design

University of Twente
The Netherlands

B. Gurumoorthy
Associate Professor

CAD, Product Informatics, Computational Metrology, Computer Aided Prototyping

Carnegie Mellon University

N.D. Shivakumar
Associate Professor

Polymer based composites, Bio-Composites, Synthesis/ Manufacturing of lightweight materials

Indian Institute of Science
भारतीय विज्ञान संस्थान

Abhra Roy Chowdhury
Associate Professor

Robotics & Automation, Collaborative Mobile Robots (Aerial/Terrestrial/Marine), Human-Robot Collaboration, Mechatronics, Bioinspiration & Biomimetics

NUS
National University of Singapore

Vishal Singh
Associate Professor

Built Environment (BE) and construction management, Design and design management, Innovation and innovation management

THE UNIVERSITY OF
SYDNEY

Abhijit Biswas
Associate Professor

Core Engineering Area (Electronics and Instrumentation), Interdisciplinary Engineering Area, Basic Science Area (Physiology and Psychology)

IIT Madras

Pradipta Biswas
Associate Professor

Human-Computer Interaction, User Modelling, Multimodal Interaction, Intelligent Interaction

UNIVERSITY OF
CAMBRIDGE

Anindya Deb
Associate Professor

Vehicle Crashworthiness and Occupant Safety, Pedestrian Safety, Impact Modeling and Testing, Behavior of Lightweight Materials under Impact Loading, Design of Automotive Systems.

UB
University at Buffalo
The State University of New York

Rina Maiti
Associate Professor

Human Factors Engineering, Biomechanics, Product Design, Medical Engineering, Rehabilitation engineering.
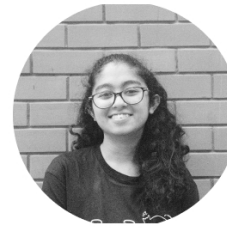
IIT Bombay

Meet Us

Ajith Sree Madhav
B.Tech in Metallurgy

Jeevan SJ

Rai Chakrabarti

Ishita Agarwal

Maitreya Keni

Gayathri E

Mudit Chand Narayan
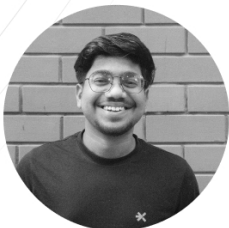
Madhura Mahagaonkar

S Shreedarshni

Mansi S Bhagure

Shreya Hamine

Dhruv Raj Choudhary

Dipin Dileep

Joe Thomas

Bharadwaj VS

Aditya Ramesh

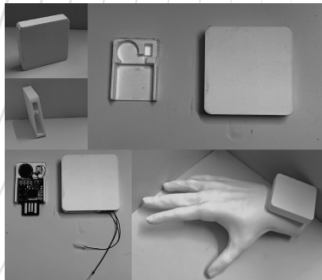Ashutosh Saini

Aditya Bajaj

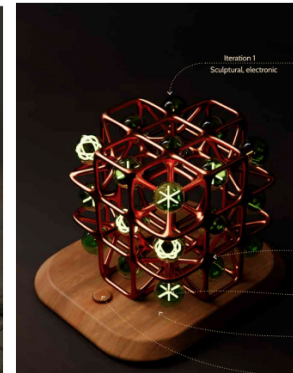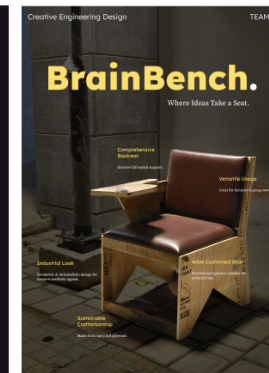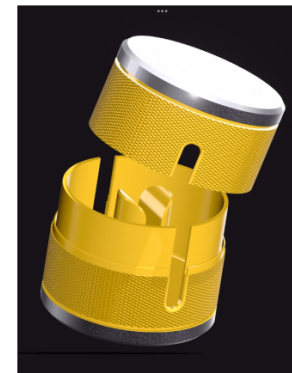Abhijeet Kumar

Anusri P

Sumanth N

Deepshikha

Our **Work**

DM students have actively worked on various projects in diverse design fields, both on individual and group levels.
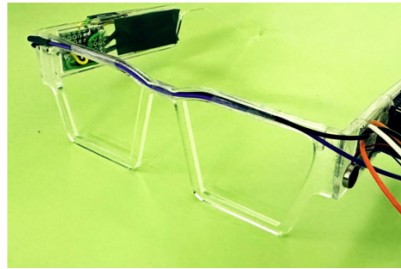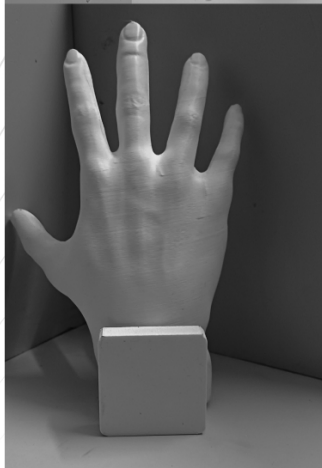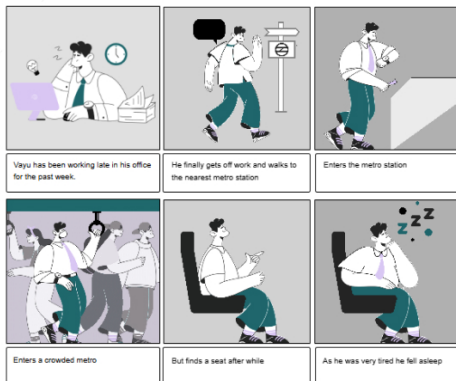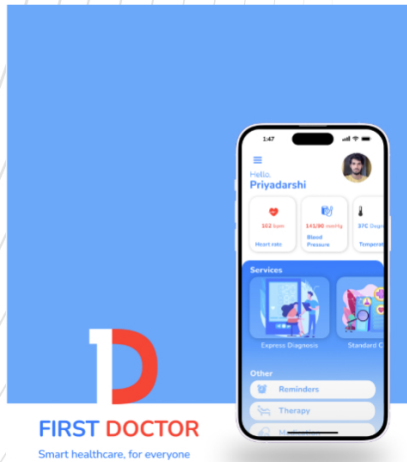
The projects have varied from the redesign of products to the innovation of new ones. The highlights of our projects are extensive user research and high concept to patent conversion.
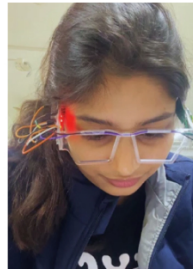
Our Work

Our program equips graduates to deliver impactful digital experiences, from the initial spark of an idea to its polished execution.

We go beyond aesthetics, emphasizing a rigorous design process rooted in extensive user research and testing.

FIRST DOCTOR
Smart healthcare, for everyone

Choose service

Choose problems

Choose past medical history

Main Screens

Collecting smart device data

Diagnosis result !

Vayu has been working late in his office for the past week.

He finally gets off work and walks to the nearest metro station

Enters the metro station

Enters a crowded metro

But finds a seat after while

As he was very tired he fell asleep

Our **Curriculum**

EMPOWERING INNOVATION

M.Des in Product Design, Development & Management

Unlike no other design program in the country, it is one that focuses on the **fuzzy front-end of product development** that emerges at the intersection of Design, Business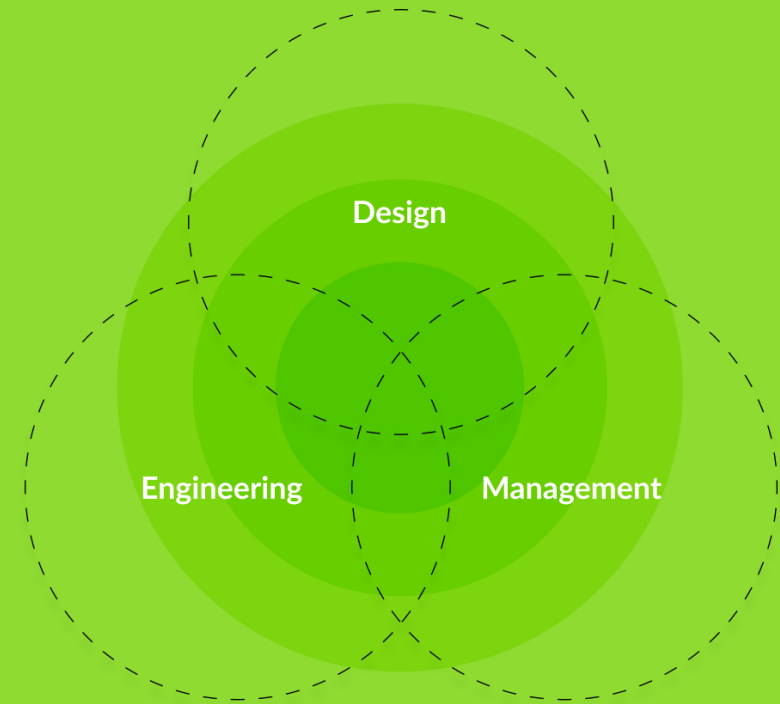 and Technology. for the creation of well designed, well engineered and well positioned products that the market requires.

Design

Engineering   **Management**

Design	Engineering	Management
• Creative Engineering Design • Elements of Design • Product Visualization, Communication and Presentation • Applied Ergonomics • Embodiment Design • Materials, Manufacturing & Design	• Basics of Electronics for Product Design • Computing, AI and Data Science for Product Design • Mechatronics • Elements of Solids and Fluids Mechanics	• New Product Development-Strategy and Practice • New Product Development-Concepts and Tools • Product Design

Skills **& Tools**

Product Planning	Concept Development	System Level Design	Detailed Design	Testing and Refinement	Production Ramp-up
• Opportunity Identification	• Needs Analysis	• User Flow Development	• Principles of Embodiment Design	• Usability Testing	• Financial Projections
• User Research	• Requirement Definition	• DFX	• Interface Design	• DFMEA	• Value proposition
• Empathy Mapping	• Innovation Situation Questionnaire (ISQ)	• Product Architecture	• Simulation		
• Habitat Study	• Function structures	• Information Architecture	• Definitive Layout		
• Market Study	• QFD (Quality Function deployment)	• Collaboration			
• Product Study	• Creative Problem Solving	• Communication			
• Competition Study	• concepts evaluation	• HCI/HMI			
• Storytelling	• Sketching				
• Trend Analysis	• 3D modelling				
• Semiotics Study	• Prototyping				
• Task Clarification	• Life Cycle Assessment				
	• TRIZ				

Jira Solid Works Fusion 360 Blender Rhinoceros Sketch Up Matlab

Figma Photoshop Illustrator Unity Procreate Sketchbook Arduino

Facilities

IDEAS Lab
Innovation design study & sustainability

UTSAAH Lab
Universal technology solutions for accessible & affordable healthcare

CAR Lab
Creative automotive research

HER Lab
Human egineering

SCALE Lab
Computerized anthropometry & ergonomics simulation

I4I Lab
Impact4Impact Lab

RIMM Lab
Research in Materials and Manufacturing

Su-Desi Lab
Sustainability by design

PLM Lab
Product lifecycle management
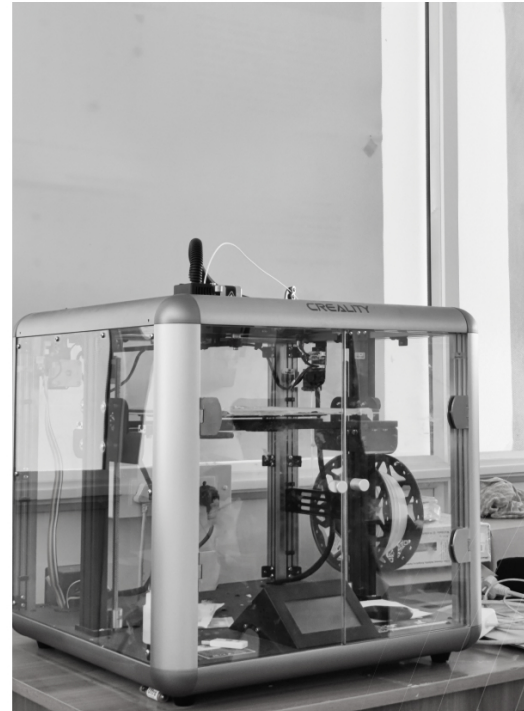
VR Lab
Virtual Reality

I3D Lab
Intelligent Inclusive Interactive design

RI Lab
Robotics innovation

InSPIRE Lab
Innovation synthesis and prototyping for interdisciplinary research and engineering

Event & Awards

Events

RIPPLES

The Annual Design show of Department for Industry interaction
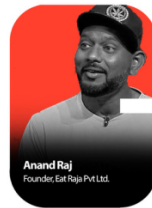
Silver Jubilee

Celebrations 25 years of DM(CPDM)

ICoRD'25

10th International Conference on Research into Design

I-4AM'24

3rd International Conference on Industry 4.0 and Advanced Manufacturing

Awards

RedDot Award

• Apoorv Shankar & Yogansh Namdeo, alumni of CPDM IISc, are winners of the Red Dot Design Award: Product Design 2023 for **"Ultrahuman Ring"**

• Anup Chander & Govind Sharma (CPDM MDes,alumni) were winners of the prestigious red dot award for their novel design of **'diverter' flip-flop**

The James Dyson Award

• **LifeBox** was declared the national winner of the James Dyson Design Award 2021

• **EpiSHOT**—a unique reusable epinephrine autoinjector for patients suffering from severe allergic reactions

Lexus Design Award

• **CleanRAT**– Robotic Sweage Cleaner: IISc team comprising Prof Monto Mani (Students: Yogansh Namdeo and Ujjal Halifa), won the Lexus Design Award 2019

• **LifeBox,** an active heart preservation container for extending the out-of-body viable time during transport for transplant, which was the National winner of the James Dyson Design Award 2021

Some Notable
Alumni

Shaurya Rawat
Founder, UX Designer
The Geek's Lab, Delhi

Shamit Shrivastav
Associate Professor of Practice -
Design - FLAME University

Pulin M Raje
Associate Design Director
Mckinsey & Company, New Delhi

Ami Sampat
Lead of Design, Alexa
Amazon India

Amit Singh
Senior Design Manager
Microsoft, Hyderabad

Anas K. A.
Head of Design at designLAB
TCS Interactive, Kochi

Shanavas M.S.
Creative Director at TEQZO
Founder of Gemklip, Bangalore

Shilpa Marathe
Design Lead, Watson IoT
Industry Lab, IBM, Munich

Arunkumar Francis
Sr. Motorcycle Design Lead
Bajaj Auto, Pune

Debrup Sanyal
Lead Designer, Design
Mahindra & Mahindra, Mumbai

Dhruv Saxena
Co-Founder & Designer
Obvious, Bangalore

Guruprasad Rao
Director & Mentor
Imaginarium, Mumbai

Jaspreet Singh
Lead Designer
Tata Motors, Pune

Vinay Reddy
CoFounder, Product Designer
Sickle Innovations, Ahmedabad

Suman Devadula
Head, School of Design, MIT
World Peace University, Pune

Apoorv Shankar
VP, Hardware at
Ultrahuman, Bangalore

Srinidhi A.V.
AGM- Design
VIP Industries, Mumbai

Mona Sharma
Head of Product Design, Bempu
Health, TIMEs top 25 inventions

Unmesh Patki
Senior User Experience
Architect, Infosys, USA

Yogendra Solanki
Associate Design Director
IBM iX, Gurgaon

Nitin Gupta
Founder, Product Designer
Sickle Innovations, Ahmedabad

Prasanna Gadkari
Experience Design Professional
Amazon, Canada

Priyanka Pundhir
UX Researcher Lead, Google
Pay, Google, Singapore

Rachna Tiwary
Sr. User Researcher
PayPal, Sunnyvale

Alumni Footprint

Contact **Us**

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