

# Curriculum Vitae

## Suresh Sethi

Professor and  
James Avery Endowed Chair

School of Art + Design  
University of Illinois at Urbana-Champaign  
408 East Peabody Drive  
Champaign, IL 61820

+1 (217) 419 4089  
sureshsethi1510@gmail.com

### PROFESSIONAL HISTORY

- 2017 – Present **Professor & James Avery Endowed Chair – Industrial Design**  
School of Art + Design, FAA, University of Illinois, Urbana Champaign, IL, USA.  
Lead Faculty, Graduate Program, Industrial Design, and Design Research Fellow. Teach and research on the role of emotion in design, research methods, structuring research insights towards a human-centric approach to developing innovative products and systems.
- 2011 – 2016 **Vice President, Whirlpool Corporation, Global Consumer Design South Asia**  
As head of design-led all design activities in Asia, Asia Pacific, and Australia - with a team of designers in design studios located in Shanghai, China, and Gurgaon, India. Spearheaded the design teams to generate over fifty original designs, winning prestigious design awards and achieving market success. Sales doubled in two years generating additional operating profits revenue US\$28.5 MN.
- Global Director, Whirlpool Corporation, Global Consumer Design Air & Water**  
2015 - 2016 Head of global design studios for air and water categories, initiated a lean and frugal approach in developing efficient and original products, significantly contributing to corporate profits.
- 2005 – 2011 **Associate Professor**  
**School of Art, Design, and Media, Nanyang Technological University, Singapore**  
Founding faculty - played a significant role in establishing the first Art, Design and Media School in Singapore. Led strategic planning, development of the syllabus, recruiting 50 new faculty globally, and overseeing an annual budget of S\$ 40 MN.
- Administrative Appointment at the Nanyang Technological University:**  
2010 - 2011 Co-Director, Center for Social Media Innovation for Communities.  
2008 - 2010 Director NTU - Domus Academy Program  
2008 - 2010 Director, Digital Creativity Center  
2008 - 2009 Acting Chair, School of Art, Design, and Media  
2006 - 2008 Associate Chair Academics

2006 Vice Dean, School of Art, Design, and Media  
2005 - 2008 Lead Faculty, Product Design.

2003 – 2005

**Associate Professor – Industrial Design**

**Industrial Design Center, Indian Institute of Technology Bombay, Mumbai, India**  
Taught courses on Advanced Form, Design Process, Visualization, and Lighting Design.  
2003 -2005 Academic advisor for Graduate students.

1989 – 2003

**Design Consultant / Principal**

**Circus Design Studio, Mumbai, India.**

As a Co-founder of the pioneering Industrial Design Consultancy in Western India, providing integrated design services to corporate and government clients in Industrial Design, Yacht and Boat Design, Retail, Exhibition, and Visual Communication.

2002 - 2003 Design Manager ID Point Italy.

1989 - 1993 Associate Designer Architect Nari Gandhi, Mumbai, India.

1988 – 1990 Associate Designer Scenographer Rajiv Sethi, New Delhi, India.

1988 – 2002

**Visiting Professor**

Taught at several prestigious design institutions in India, focusing on a learning environment that encourages system thinking, engages with design practice and values history, and culture of industrial design.

1989 - 2002 P.V. Polytechnic, SNTD University, Mumbai.

2000 National Institute of Fashion and Technology, Mumbai.

1998 - 1999 Indian Institute of Craft and Design, Jaipur.

1988 - 1993 National Institute of Design, Ahmedabad.

1983 – 1988

**Designer, PHILIPS Concern Industrial Design, India / Netherlands**

As part of a global multi-disciplinary team, I started as a designer of luminaires and designed several innovative products that were commercially very successful, increasing Philips' revenue and profits significantly. I went on to design television, professional amplifier systems, retail, and exhibitions.

## **EDUCATION**

2009 – 2019

**Doctor of Philosophy in Design**

Indian Institute of Technology, Bombay, Industrial Design Center, Mumbai, India.

Thesis: A study on the role of narratives in product form visualization. This study rests on the assumption that narratives help the design process result in more desirable product forms and that the use of narrative enhances the efficacy of visualizing the product form, compared to product forms visualized without a narrative. The aspect of using narrative to visualize product form is a novel approach. In design research, few studies tackle the perspectives of designers' experiences to visualize product form. The thesis proposes a three-step narrative process of how the use of narrative – a sequence of events and expressions – forges links when visualizing product form.

1984 - 1985

**Master of Design**

Domus Academy, Milan, Italy.

I graduated with distinctions. Thesis: Shoji – a system of lights for computer offices. The research assessed the effect of different glare conditions on eye movement when reading on a computer screen and proposed a novel way to reduce glare on computer screens —

studied under renowned Italian designers - Achille Castiglioni, Ettore Sottsass, Andrea Branzi, Alessandro Mendini, Gaetano Pesce, and Clino Trini Castelli and received scholarship from Domus Academy, and PHILIPS Design – full fees and all living expenses - \$20000.

1976 - 1982

**Professional Education Program, Integrated Master of Design**

National Institute of Design, Ahmedabad, India.

Integrated Master of Design in Industrial design, specializing in Product Design.

I graduated with high honors. Thesis: Design of luminaires for miniature fluorescent lamps, sponsored by Philips, designed Digital Capacitance Meter for Center for Electronic Design, Bangalore, India, and Schoolbag in lightweight aluminum for Ashok Machine Tools, Rajkot, India, as part of professional practice projects.

**ADVISORY BOARD / COMMITTEE APPOINTMENTS**

2019

**Rishihood University, India**

Member of the Board of Studies for the School of Creativity, to advise the academic and strategic development of the school. The board is responsible for curriculum review, academic philosophy, pedagogy of the school. The board membership term is for three years.

2018

**Designing in Dark Times, USA**

Member of the advisory board of a small publishing project in New York (linked with Bloomsbury Press in London) *Designing in Dark Times* (primarily based out of Parsons School of Design) whose aim is to develop a small series of polemical essays addressing current crises in the world through the perspectives of designing

2014 – 2016

**Ansal University, India**

Member of the Academic Advisory Board for the School of Design, to advise the strategic academic development and curriculum review. Developed the Product Design curriculum for the Bachelor of Design program.

2013 - 2016

**India Design Council**

Member of the India Design Council: IDC is an autonomous national strategic body of the Government of India for implementing the national design policy and spearheading the strategic design direction to develop design excellence in business, society and public services.

2013 - 2016

**Ministry of MSME, Government of India**

Member of the Advisory Committee of the Ministry of Micro, Small & Medium Enterprises, Government of India Design Clinic. MSME design clinic is a national design intervention to enhance the understanding and application of design and innovation in micro, small and medium enterprises.

2011 - 2016

**CII - National Committee on Design, India**

Member of the Confederation of Indian Industry (CII) National Committee on Design - to promote design as a tool for improving national competitiveness, and undertake advocacy of the role of Design in the critical mission of smart cities and digital India.

2008 - 2010

**Universitas Multimedia, Nusantara, Indonesia**

Member of the Board of Advisors of the Multimedia Nusantara University, Tangerang, Banten, Indonesia.

- 2007 - 2008 **School of Design, Singapore Polytechnic, Singapore**  
Member of the Board of Advisors of the School of Design, Singapore Polytechnic, Singapore.
- 2007 **School of Design, Singapore Polytechnic, Singapore**  
Member of the Syllabus Validation Panel, Singapore Polytechnic, Singapore.
- 2007 **Ministry of Education, Singapore**  
Member of the Science and Design, Course Panel, Singapore.
- 1999 **ICSID, Helsinki, Finland**  
Designated as Global Design Expert by International Council of Societies of Industrial Designers to make a major contribution to the representation of industrial design and designers across political boundaries and economic disparities.
- 1992 **Urban Heritage Conservation, Government of India**  
Member of the Advisory Committee – an interdisciplinary expert group to determine what suitable development is allowed within the framework of the Heritage Regulations for Greater Bombay, India.

## JURY PANEL

- 2017 - 2019 **IDSA Awards**  
Jury member for the Industrial Design Society of America, Students Chapter, Urbana Champaign, USA.
- 2011 - 2016 **India Design Mark**  
Jury member for the prestigious India Design Mark in cooperation with Good Design Award, Japan.
- 2009 **Dutch Ministry of Economic Affairs, Netherlands**  
Design expert member to the Dutch Ministry of Government Affairs, Government of Netherlands funded Program of Product Creation and Realization.
- 2008 **Business Week – NID Award, India**  
Jury member for the prestigious Business design – NID Award for Social Design.
- 2005 **CYX – International Youth Design Competition, Singapore**  
Jury member for the Creative Youth Exchange Design Competition -5 Walls Defying Definitions - at the Gallery Hotel, Singapore.
- 2005 **SIGGRAPH Design Competition, Singapore**  
Jury member for the SIGGRAPH student's chapter design competition.

## HONORS & AWARDS (Selected)

- 2017 - 2019 **Indian Institute of Technology Bombay**  
Award for Excellence in Ph. D. Research for the year 2017-2019 for outstanding research contributions
- 2017 **James Avery Endowed Chair in Industrial Design**  
Awarded for distinguished service and significant contribution in the field of Industrial design.
- 2016 **Good Design Award, Japan**  
Award Category: an Electrical appliance for daily life – Semi Automatic Washing machine.

- 2015 **Good Design Award, Japan**  
Award Category: an Electrical appliance for daily life – Refrigerator.
- 2014 **IF Design Award, Germany**  
Award for whirlpool Ares Combo Washing Machine.
- 2014 **Designomics Award, India**  
Award for Whirlpool Protton Refrigerator.
- 2013 **Designomics Award, India**  
Award for Whirlpool Ice Magic Refrigerator.

## GRANTS

- 2017 **\$50,000**  
Research: Narratives and Design, funded by College of Fine and Applied Arts, University of Illinois, at Urbana Champaign, IL, USA.
- 2017 **\$50,000**  
Research: Industrial Design, funded by James Avery, USA. Principal Investigator.
- 2011 **\$25,000**  
Research: Usability and Mobile Technology, funded by Intel, USA. Co-Investigator.
- 2009 **\$50,000**  
Research: Forms of Everyday Asia, funded by Digital Creativity Center, Nanyang Technological University, Singapore. Co-Investigator.
- 2009 **\$10 MN**  
International Research Center: COSMIC – Center for Social Media Innovations for Communities, Nanyang Technological University, Singapore with the National University of Singapore and Indian Institute of Technology Bombay, India, funded by Media Development Authority, Singapore. Principal Investigator and Co-Director.
- 2008 **\$50,000**  
Research: Interactive games, funded by Digital Creativity Center, Nanyang Technological University, Singapore. Principal Investigator.
- 2004 **\$15,000**  
Research: Daylight versus Artificial light, funded by the Indian Institute of Technology Bombay, India. Principal Investigator.
- 2003 **\$ 4,000**  
Research: LED light, funded by the Indian Institute of Technology Bombay, India. Principal Investigator.
- 2001 **\$ 15,000**  
Research: Maritime History of India, funded by the Vasant Sheth Foundation, India. Principal Investigator.

## RESEARCH AND CREATIVE OUTPUTS

- Theses**
- 2018 Sethi, S. A Study on the Role of Narratives in Product Form Visualization. (Ph.D. Thesis) Mumbai: IITB, Industrial Design Center, India.
- 1985 Sethi, S. Shoji: A System of Lights for Computer Offices. (Master’s Thesis) Milan: Domus Academy, Italy.

1982 Sethi, S. Design of Luminaires for Miniature Fluorescent Lamps. (Diploma Thesis) Ahmedabad: National Institute of Design, India.

#### Books

2010 Sethi, S. eds. Light Shines, Light Reflects, Nanyang Technological University Singapore. ISBN: 978-981-08-5809-4

1992 Singh, C., Sethi, S., Perheentupa, H. Gadhi Lohars & Kumbhars of Jawaja, National Institute of Design, India. Library of Congress HD8039.B52 144

#### Catalogs

2009 Sethi, S. eds. Forms of Everyday Asia, Nanyang Technological University, Singapore. ISBN: 978-981-08-5830-8

2009 Sethi, S. eds. Mukai Katsumi, Nanyang Technological University, Singapore. ISBN: 978-981-08-5830-5

#### Book Reviews

2019 Design and Culture: A Transdisciplinary History. Evaluated the manuscript for Purdue University Press, IN, USA.

2016 Muratovski, G. Research for Designers: A Guide to Methods and Practice. Sage Publications Ltd. London. ISBN: 978-1-4462-7513-9

### CREATIVE WORKS / EXHIBITIONS (Selected)

2015 **Exhibition: Gwangju Design Biennale, South Korea.**  
Sustainable Future: Every Design Tells a Story. October 15<sup>th</sup> – December 15<sup>th</sup>. (Invited)

2015 **Workshop: 'Sustainability and Product Design' - IITB, Mumbai, India**  
Workshop on Sustainability and Product Design: In a Planet of Our Own, a vision of sustainability with a focus on water. December 2<sup>nd</sup>. (Invited)

2014 **Exhibition: CES, Las Vegas, USA**  
Credenza Refrigerator, Whirlpool Pavilion. January 7<sup>th</sup> -10<sup>th</sup>.

2011 **Group Show: Chiangrai, Thailand**  
7<sup>th</sup>. International Art Festival, Rajamangala University of Technology, Rattanakosin. February 8<sup>th</sup> -28<sup>th</sup>. (Invited)

2010 **Group Show: Chiangrai, Thailand**  
6<sup>th</sup>. International Art Festival, Rajamangala University of Technology, Rattanakosin. February 15<sup>th</sup> – March 17<sup>th</sup>. (Invited)

2009 **Exhibition: Design Singapore Festival, Singapore**  
Forms of Everyday Asia - A collection of everyday pots from eight Asian countries. November 20<sup>th</sup> - December 15<sup>th</sup>.

2009 **Workshop: 'Singori' - IITB, Mumbai, India**  
Workshop on Sustainability and Food Packaging: In a Planet of our Own – A vision of sustainability across six continents. September 18<sup>th</sup>. (Invited)

2009 **Group Show: Chiangrai, Thailand**  
5<sup>th</sup>. International Art Festival, Group Show, Rajamangala University of Technology, Rattanakosin. June 10<sup>th</sup> – July 3<sup>rd</sup>. (Invited)

- 2008 **Group Show: The Hague, Netherlands**  
100% Make-Up, Gemeente Museum, Den Hague. March 15<sup>th</sup> - October 12<sup>th</sup>.
- 2007 **Group Show: Chiangrai, Thailand**  
3<sup>rd</sup>. International Art Festival, Group Show, Rajamangala University of Technology, Rattanakosin. June 16<sup>th</sup> -30<sup>th</sup>. (INVITED)
- 2007 **Exhibition: Salone Di Mobile, Italy**  
Real-Unreal: Light Installation, That's Design - Domus Academy, Milano.  
April 18<sup>th</sup> -23<sup>rd</sup>. (Invited)
- 2007 **Exhibition: Salone Di Mobile, Italy**  
Surprise: Interactive Light Object, That's Design - Domus Academy, Milano.  
April 18<sup>th</sup> -23<sup>rd</sup>. (Invited)
- 2005 **Exhibition: Recycle: IITB, IDC, India**  
Sustainable Lamps and screens made of recycled paper fabric. March 27<sup>th</sup>.
- 2002 **Installation: Recycle: NGMA, India**  
City Light Installation at the National Gallery of Modern Art for Khadi Show, Mumbai.  
November 27<sup>th</sup>.
- 2002 **Group Show: Artist Center, India**  
Lamps and Nylon Strings - Two decades of Design, Mumbai.
- 1995 **Solo Show: Y. B. Chavan Gallery, India**  
Light and Color – Sun, Moon & Stars, Mumbai.
- 1995 **Group Show: 27<sup>th</sup> Florence Gift Mart, Italy**  
100% Make-Up Project. Alessandro Mendini
- 1995 **Group Show: International Frankfurter Messe, Germany**  
100% Make-Up Project. Alessandro Mendini.

#### **KEYNOTE / PANELS / CONFERENCE ORGANIZER (Selected)**

- 2019 **Kansai Engineering, Washington D.C., USA**  
AHFE 2019: International Conference on Applied Human Factors and Ergonomics, July 24<sup>th</sup>-28<sup>th</sup>. Session Co-Chair. (Invited)
- 2019 **Design Fundamentals, Mumbai, India**  
Design Education Symposium, IITB, Mumbai. Session moderator.  
March 15<sup>th</sup> - 16<sup>th</sup>. (Invited)
- 2018 **Every Design Tells a Story, Orlando, USA**  
AHFE 2018: International Conference on Applied Human Factors and Ergonomics, Interdisciplinary Practice in Industrial Design Session Co-Chair. (Invited)
- 2016 **Solid Dream, Bangalore, India**  
Global Keynote Speaker, Converge 2016, Organized by Altair at ITC Gardenia,  
November 15<sup>th</sup>. (Invited) <http://event.converge2016.com/india>
- 2015 **Design Summit, Mumbai, India**  
Keynote Panel for The Economic Times Design Summit 2015 (Invited)  
<http://corecommunique.com/the-design-summit-2015/>
- 2015 **Gwangju Design Biennale 2015, Gwangju, South Korea**  
Inauguration Panel – Alessandro Mendini, Toyo Ito, Stefano Giovannoni, Suresh Sethi  
October 15 (Invited)

- 2014 **What's Next Symposium, Gurgaon, India**  
Keynote Panel: What's Next in the Future of Design, Pearl Academy at the Leela Ambience, Gurgaon. November 20<sup>th</sup>. (Invited)
- 2014 **Be the Change, IITG, Gandhinagar, India**  
Keynote presentation at the Design for a Billion Conference, Indian Institute of Technology, Gandhinagar. November 7<sup>th</sup> – 9<sup>th</sup>. (Invited)
- 2014 **The Design Success Summit, Shanghai, China**  
Roundtable panel: The Design Success Summit. Portman Ritz-Carlton, Shanghai. October 11<sup>th</sup>. <http://eventdove.com/third/ds/en/home.htm> (Invited)
- 2014 **India Design Mark, New Delhi, India**  
Keynote panel: Good Design Forum, at India Habitat Center, New Delhi. (Invited)
- 2014 **Future Past, Mumbai, India**  
Keynote presentation at DDS 2014, De-Construct, VMCC, IITB, Mumbai. June 27<sup>th</sup> – 29<sup>th</sup>. (Invited)
- 2014 **CXO, Pune, India**  
Keynote presentation at The Next Big Idea, organized by Altair, Pune. (Invited)
- 2013 **International Packaging Conclave, Noida, India**  
Keynote presentation: Sustainable Packaging and Design, at Jaypee Greens Golf and Spa Resorts, Noida. October 5<sup>th</sup>. (Invited)
- 2012 **Design Biennale, Liege, Belgium**  
Roundtable Panel at Craft and Industry, organized by Reciprocity Design Liege. October 5<sup>th</sup>. [http://www.designliege.be/reciprocity2012/acteurs-suresh\\_sethi\\_-285-999-285-1639-en.html?Largeur=1280&Hauteur=720](http://www.designliege.be/reciprocity2012/acteurs-suresh_sethi_-285-999-285-1639-en.html?Largeur=1280&Hauteur=720) <http://www.designliege.be/reciprocity2012/en-285-people.html> (Invited)
- 2008 **Design Singapore Council, Singapore**  
Roundtable Panel at the Design Education Forum. (Invited)
- 2008 **Design Experience Seminar, IITB, Mumbai, India**  
Session Chair, Industrial Design Center, Indian Institute of Technology Bombay. (Invited)
- 2008 **Z Node Mini-Symposium, NTU, Singapore**  
Co-Organizer, with SWISSNEX and School of Art, Design, and Media, NTU.
- 2007 **Asian Design Seminar, NTU, Singapore**  
The organizer of the design seminar: The Way of Asian Design Seminar, School of Art, Design and Media, Singapore.
- 2004 **4<sup>th</sup>. CII- NID Summit, India**  
Co-Organizer of the conference – Envisioning Design in Business Strategy, New Delhi, India.

#### **PUBLICATION / PRESS (Selected)**

2019: “The Role of Narrative in Visualizing Product Form” Sethi. S. was accepted at the Kansai Engineering Conference, AHFE 2019. Washington D.C., USA. 2019 (Paper Accepted)



- 2019: “Exploring a New Future in Collaborative Process in Education – Undergraduate, Graduate, and Ph.D.” with Joyce Thomas, Jarrod Windham, and Manish Arora, was accepted at the Interdisciplinary Design and Education, AHFE 2019. Washington, D.C. USA 2019 (Paper Accepted).
- 2016: ‘Calligraphic Landscape. A Gentle Dance of Letters’ Simonetta Ferrante, Silvana Editoriale 2016 pp 235.
- 2016: ‘Converge 2016 gets engineers, designers and scientists talking tech’, by Kiran Bajaj, Online Magazine: Autocar Professional, 22 November  
[http://www.autocarpro.in/news-national/converge-2016-engineers-designers-scientists-talking-tech-22668?utm\\_campaign](http://www.autocarpro.in/news-national/converge-2016-engineers-designers-scientists-talking-tech-22668?utm_campaign)
- 2016: ‘Alumni story’01: Suresh Sethi’ – All Designers Tell Stories  
<https://theindiadesignproject.wordpress.com/2016/08/28/notes-from-a-product-designers-dipdoc-suresh-sethi/>
- 2015: ‘The Poetry of Design’ DDP 9 October 2015. Artwork 75 and Photo for 100% Make-Up.
- 2014: CES, Las Vegas, USA: Credenza Refrigerator.  
<https://www.cnet.com/videos/whirlpool-goes-retro-with-the-credenza/>  
<http://refrigerators.reviewed.com/features/the-whirlpool-credenza-fridge-is-more-than-meets-the-eye>
- 2013: ‘Seeking Simple Solutions’ Pool Design magazine 37 July 2013 pp 30-41  
[https://issuu.com/poolmagazine/docs/pool37-for\\_web](https://issuu.com/poolmagazine/docs/pool37-for_web)
- 2010: ‘Resurgence by Design’ Preface The Way of Asian Design, NTU, 2010. pp 7-11
- 2009: ‘Avanti Veloce- con Il Design’ Gap Design, April 15<sup>th</sup> 2009 pp 44-47
- 2008: ‘Space - Play’ Light as Architectural Matter, Edizioni Poli. 2008. pp 91-98
- 2008: Light - Play’ Politecnico di Milano, Italy. 2008. pp 262-268
- 2007: Michael C. Hawker, ‘Celebrating the Life and Work of Nari Gandhi,’ ‘Friends of Kebyar’ Vol 23.1, issue no 72, USA. 2007. pp 35, 48, 52
- 2007: ‘Designing for Rural India’ Designing Designers, Edizioni Poli Design. 2007. pp 51-57
- 2007: ‘Designing a Memory Container’ Innovation Vol. 7, No 2, 2007. pp 62-63
- 2007: ‘The Responsibility of Designer’ Impact Contenitori e Contenuti. pp 96-97
- 2007: ‘The Great Indian Pie’ Impact Contenitori e Contenuti, 1/2007. pp 69-75
- 2006: ‘Blossoming Gap’ Designer issue 12, 2006. pp 24-25
- 2006: Aldo Cibic ‘Perchè Design by Cibicworkshop: Suresh Sethi’ online  
[https://www.youtube.com/watch?v=uysA\\_KurDyc](https://www.youtube.com/watch?v=uysA_KurDyc)
- 2006: Alberto Lecadano ‘Il Pittore di Insegne’ Progetto Grafico No 7, Gennaio 2006. pp 132 135
- 2006: Virginio Briatore ‘O Design na India’ Revista Florence. 2005. pp58-63
- 2000: Virginio Briatore ‘Restyling’ Castelvechchi. 2000. pp146
- 1998: Virginio Briatore ‘Il Candidato Indiano’ Edizioni Leucasia, 1998 pp 18-19
- 1995: Alberto Alessi ‘The Dream Factory Alessi since 1921’ Konemann. 1995. pp 68-69

- 1995: Virginio Briatore 'Si Fatta Luce' Modografie, 1995. pp 4-5
- 1995: Bhakti Chuganee 'Wow, what a Dhow' Economic Times June 19, 1995
- 1995: Virginio Briatore 'Appunti da Passagio in India' Modo 164, Maggio. pp 43-45
- 1995: Nilama Kagal, 'Young Designers: Bombay' Indian Architecture & Builders September 1995pp 134 136
- 1992: Alessandro Mendini 'La Fabbrica Estetica' Alessi. 1992. pp 201, 379
- 1992: Hugh Aldersay Williams 'World Design' Rizzoli 1992 pp118-127
- 1990: 'Design in India - Un mondo in Divinire' Modo 120 Gennaio 1990. pp 44-51
- 1985: 'La Luce in Gioco' Domus Magazine September 1985 pp6

## LECTURES (Selected)

- 2019: Northeastern University, Boston, USA. November 8<sup>th</sup>. (Invited)
- 2019: Future Factory, Mumbai, India. July 3<sup>rd</sup>. (Invited)
- 2019: Design Education Symposium, IITB, Mumbai, India. (Invited).  
<http://www.dsource.idc.iitb.ac.in/dportal/des19/>
- 2019: Indian School of Design and Innovation, Mumbai, India. January 7<sup>th</sup>. (Invited)
- 2015: Insight 2015, Design Research Symposium, NID, Bengaluru, India January 23<sup>rd</sup>-24<sup>th</sup>.
- 2015: E Light Experiencing light Conference on Design, CODE 2015. (Invited)  
[https://www.youtube.com/watch?v=6Sd\\_sS5jvkg](https://www.youtube.com/watch?v=6Sd_sS5jvkg)
- 2014: Spot Workshop, Kookmin University, Seoul, S. Korea. November 3 (Invited)
- 2014: Product Skin - Trends in Asia, DK Dongshin, Seoul, S. Korea. November 4. (Invited)
- 2012: Create Desire, FICCI, New Delhi, India November 29, 2012. (INVITED)
- 2011: Design Innovation - Asian Experience, CII-NID Summit, India. December 8<sup>th</sup>.
- 2009: Asian Design - New Landscape, PDMA, SMU, Singapore. October 15 (Invited)
- 2009: Memory Containers, IRF Challenges, and Opportunities, Port, Portugal.
- 2009: Design Principles and Practice Conference, Berlin, Germany Feb.15
- 2008: The City Never Sleeps, NABA, Milan, Italy April 19
- 2007: 10th. Generative Art Conference, Politecnico Di Milano, Italy Dec.12
- 2006: Designing Lamps, Sabinici University, Istanbul, Turkey. November 20 (Invited)
- 2006: Designing for Rural India, Designing Designers, COSMIT, Milan, Italy. (Invited)
- 2005: Tradition and Modernity in Emerging Scenarios, Design Singapore, Singapore.
- 2004: Festival Role of Memory, Intuition & Experience in Design, DETM, India.

## UNIVERSITY SERVICE

### University of Illinois, Urbana Champaign, IL

School of Art + Design, Executive Committee – Member  
School of Art + Design, Graduate Committee – Member  
MFA Program – Lead Faculty  
Graduate + Ph.D. new program development committee – Member  
BFA Interactive Design new program development committee - Member  
Siebel Design Center Director Search Committee Member

### Nanyang Technological University, Singapore

College Promotion & Tenure Committee – Member  
NTU Museum Committee - Member  
URECA Committee - Member and School Coordinator  
Alumni School Coordinators Committee - Member  
Tan Teo Scholarship Interviews - Panel Member  
Teaching Excellence Fund Committee – Member  
University Research Committee - Member  
University Convocation Committee - Member  
University Convocation Committee - Member  
New Campus Landscape Committee - College Rep.  
National Research Foundation -Dean's Rep.

### School of Art, Design, and Media, NTU, Singapore

Chair's Advisory Committee – Member  
Reappointment Committee – Chair  
Recruitment Committee – Member  
Admission and Outreach - Coordinator  
BFA Curriculum Committee – Member  
Master of Arts Interactive Design Curriculum Committee – Chair  
Product Workshop Committee – Member

### Indian Institute of Technology Bombay, Mumbai, India

M. Des. Interaction Design Curriculum Committee – Member  
Ph.D. program Curriculum Committee - Member  
Academic Advising: Graduate Program - Member

### University Examiner, India

Final Year Project Jury - National Institute of Design, Ahmedabad.  
Final Year Examiner SNTD University, PVP Polytechnic, Mumbai.  
CEED Exams at IITB, Mumbai.

## TEACHING / CURRICULUM DEVELOPED

### University of Illinois, Urbana Champaign, IL

#### **MFA Program**

ARTD 501 Industrial Design I.  
ARTD 502 Industrial Design II  
ARTD 503 Industrial Design III  
ARTD 504 Industrial Design IV  
ARTD 505 Industrial Design V  
ARTD 506 Industrial Design VI  
ARTD 591 Independent Studies

#### **BFA Program**

ARTD 448 Portfolio and Professional Practice

ARTD 401 Industrial Design V  
ARTD 402 Industrial Design VI

**Nanyang Technological University, School of Art, Design, & Media  
Singapore**

Curriculum Developed for BFA Product Design  
Curriculum Developed for Foundation Program  
Curriculum Developed for Master of Arts, Interactive Design

**BFA Courses taught & Syllabus Developed**

Foundation 3D Design and Volume Workshop I  
Foundation 3D Design and Volume Workshop II  
Conceptual Design  
Product Design III  
Advanced Form Workshop  
Designing with Light  
History of Design  
Final Year Project

**P.V. Polytechnic, SNTD University, Mumbai, India**

Basic Product Design  
Furniture Design  
History of Design

**National Institute of Fashion and Technology, Mumbai, India**

Design Process

**Indian Institute of Craft and Design, Jaipur, India**

Design Process

**National Institute of Design, Ahmedabad, India**

Objects for the House of the Future  
Furnishing for Private Living Spaces  
Designing Lamps

**PROFESSIONAL DESIGN PROJECTS**

2016

**Home Appliances**

**Whirlpool Corporation, Asia**

Bloomwash Pro Vertical Axis Washing Machine for South Asia.  
Ultimate Care Vertical Axis Washing Machine for South Asia.  
Bloomwash Ultra Vertical Axis Washing Machine for India.  
VitaMagic Single door Refrigerators for Brazil, and South Asia.  
3D Cool Range of Air Conditioners for South Asia.  
Range of Air Conditioner for Brazil and China.  
Range of Window Air Conditioners for Brazil, China, and South Asia  
Water Purifier for the Asia Pacific, Brazil, and South Asia.  
Front Load Washing Machine for Australia.  
Superb Atom Semi-Automatic Washing Machine for South Asia.  
Refrigerator surface finishes for summer 2017.  
User Interface developed for Refrigerators & Washing Machines.

- 2015 **Home Appliances**  
**Whirlpool Corporation, Asia**  
 Protton – World Series Three Door Refrigerator for China and South Asia.  
 Ace Semi-Automatic Washing Machine for South Asia.  
 Refrigerator surface finishes for summer 2016.  
 CFM developed for Washing Machines for 2016.  
 Jet Chef Microwave Ovens for India.  
 Accessories developed for the current range of Refrigerators.  
 StainWash Ultra Vertical Axis Washing Machines for South Asia.  
 StainWash Deep Clean Vertical Axis Washing machine  
 Refrigerator surface finishes for summer 2016.  
 Armstrong – Vertical Axis Washing Machine for China.  
 Ace Turbo Dry Semi-Automatic Washing Machine for South Asia.  
 Bottom Mount 395 L Refrigerator for China and South Asia.  
 Ice Magic Single and Two Door Refrigerators - redesign of handles  
 Glass finishes developed for Refrigerator doors.  
 Refrigerator surface finishes for summer 2015.  
 A range of Cookers for China. (KitchenAid)
- 2014 **Home Appliances**  
**Whirlpool Corporation, Asia**  
 Neptune Washing Machine for China  
 Echo Vertical Axis Washing Machine for China.  
 Ares Simplified Horizontal Axis Washing Machine for China  
 Multi-Door Refrigerator for China.  
 S x S Beijing Opera Refrigerator for China.  
 White Magic Classic Vertical Axis Washing Machine for India.  
 Ace Stain-free Semi-Automatic Washing Machine for South Asia.  
 Ace Super soak Semi-Automatic Washing Machine for India.  
 Ice Magic- Power Cool Single Door Refrigerator for South Asia.  
 Refrigerator surface finishes for summer 2015
- 2013 **Home Appliances**  
**Whirlpool Corporation, Asia**  
 Ares Combo pedestal for China.  
 Armstrong Vertical Axis Washing Machine for China  
 S x S Jade Ring Refrigerator for China.  
 Refrigerator Space Management accessories for China.  
 Ice Magic Pro Single Door Refrigerator for South Asia.  
 Refrigerator surface finishes for summer 2014.  
 Magic Cook Microwave Ovens for India.  
 Magic Cool Range of Air Conditioners for India.  
 Neo Two Door Refrigerator for India.
- 2012 **Home Appliances**  
**Whirlpool Corporation, Asia**  
 Ares Combo Horizontal Axis Washing Machine for Brazil and China.  
 Ceres upgrade with knob Vertical Axis Washing Machine for China.  
 Ceres upgrade without knob Vertical Axis Washing Machine for China.  
 Venus Vertical Axis Washing Machine for China.  
 Sterilizer for China.  
 Ares Detergent Box for China.  
 3D Refrigerator Vertical Handle VBL for China and Europe.

- 3D Refrigerator Horizontal Handle VBL for China and Europe.  
 Jide Refrigerator - Door Pattern, for China.  
 S x S D88 Refrigerator for China.  
 Genius Single Door Refrigerator for India.
- 2011 **Home Appliances**  
**Whirlpool Corporation, Asia**  
 Hailey Comet -Twin-tub Washing Machine for India  
 Ceres with glass lid Vertical Axis Washing Machine for China.  
 Ceres - plastic lid Vertical Axis Washing Machine for China.  
 Vari 54 - Vertical Axis Washing Machine for South Asia  
 Lumina \_ Vertical Axis Washing Machine for South Asia  
 Gen X two-door Refrigerator for India, Australia, and the Middle East.  
 Ayer's Rock - Accessories for Refrigerator for Australia.  
 Gen Y- New X – Single door refrigerator for India.  
 Refrigerator surface finishes for summer 2012.  
 CFM for the 100<sup>th</sup> Anniversary range of Appliances, China.  
 Stabilizer – Power Accessories for India.  
 Refrigerator Accessories for China and India.  
 Just Right – Water filtration for Refrigerators. India.  
 User Interface developed for Gen X / L60 range of Refrigerators.  
 Transform – Vertical Axis all plastic Washing Machine concepts  
 Desert 123 – Microwave User Interface and CFM.  
 Refrigerator surface finishes for summer 2012.
- 2010 **Furniture Design**  
**Godrej & Boyce, India**  
 Led the development teams in design innovation strategies, focusing on visualization of product form of furniture for homes, offices, and institutions.  
 Open Office systems  
 Office Chair  
 Auditorium Chairs  
 Bedroom/Living Room furniture sets  
 School furniture
- 2005 **Locomotive Driver's Cabin**  
**Indian Railways**  
 Modular interior panels in fiberglass.  
 Dashboard Console.
- 2005 **X-Ray Machines**  
**Sameer, India**  
 X-Ray machine for airport security system.
- 2003 **Devices for Healthcare**  
**MRK Healthcare, India.**  
 Nebulizer for Asia and Latin America.
- 2003 **Packaging Machines**  
**Electronic Devices, India**  
 A Range of Machines for Pharmaceutical packaging for global markets.
- 2002 **Catamaran**  
**Hikal, India**  
 Modular Furniture for the cabin and deck.

- 2002 **Water Coolers.**  
**Al-Waha, Saudi Arabia**  
A range of Water Coolers  
Window Air Conditioner Grills
- 2002 **Chairs**  
**ID Point, Italy**  
A range of Chairs for India, made in Italy.
- 2002 **Yacht**  
**Raymond India Ltd.**  
153 - feet tri-deck wooden power yacht – design of interiors and superstructure in collaboration with Wadia Boat Builders.
- 2002 **Beach House**  
**Al-Fazal Manekia, Dubai**  
Beach House Concept – Architectural Imagery for the luxury lifestyle.
- 2001 **Ship Interiors**  
**Varuna, Hong Kong**  
Training Ship Retrofit concept and execution using traditional Indian carvings.
- 2001 **Packaging Machines**  
**Wonder Pack, India**  
A modular system for housing a range of packaging machines.
- 2001 **Packaging**  
**Proctor & Gamble, India**  
A range of Vicks cough drops dispensers
- 2001 **Televisions**  
**Videocon, India**  
A range of 14” Television cabinets
- 2000 **Blower Fan**  
**Comfort Coolers, India**  
A vertical fan for India and Middle East markets. Still in Production in 2019.
- 2000 **Televisions**  
**Sansui, India**  
A range of 21” Television cabinets
- 2000 **Televisions**  
**Videocon, India**  
A range of 29” Television cabinets
- 2000 **Packaging**  
**Proctor & Gamble, India**  
Combi pack for Vicks product range.
- 1999 **Permanent Gallery**  
**Vasant J Sheth Foundation, India**  
Design research and concept for the Mumbai Maritime History.
- 1999 **Healthcare Environment**  
**Nicolas Piramal, India**  
The design concept for hospitals – using traditional metaphors.

- 1999 **Color Trends**  
**Videocon, India**  
Color, finish display graphics, and packaging design for Audio systems.  
Color and finishes for Bazooka range of Television cabinets
- 1998 **Home Appliances**  
**Videocon, India**  
Range of Refrigerators as a system for multiple branding opportunities.  
Color and finishes for a range of Washing Machines
- 1998 **Packaging**  
**Akai, India**  
Packaging graphics for Walkman.
- 1997 **Home Appliances**  
**Videocon, India**  
Display graphics for a range of Washing Machines.
- 1997 **Exhibition System**  
**Magnum, India**  
Display system for display and signage for exhibition stall.
- 1997 **Air Coolers**  
**Comfort Coolers, India**  
Range of Air Coolers.
- 1997 **Consumer Electronics**  
**Videocon, India**  
Modular Speaker Grills system for television cabinets.
- 1997 **Dhow**  
**Dawood Shoes Co., India**  
Concept and construction of superstructure and furniture for luxury dhow.
- 1997 **Exhibition System**  
**Wipro, India**  
Exhibition display system for lamps and luminaires.
- 1997 **Air Cooler**  
**Comfort Coolers, India**  
Personal Air Cooler for India.
- 1997 **Lamps**  
**Andromeda, India**  
Lamps in wood and agates.
- 1995 **Home Lights**  
**Circus, India**  
Range of objects for homes with integrated light.
- 1995 **Heritage Monument Lighting**  
**Philips, India**  
Chittorgarh Fort Lighting  
Ajmer Fort Lighting
- 1995 **Tower Cooler**  
**Comfort Coolers, India**  
Air Cooler for India and Middle East markets. Still in productions in 2019.



- 1995 **Air Cooler**  
**Videocon, India**  
A range of Air Cooler for India.
- 1995 **Packaging**  
**Philips, India**  
Packaging and graphics for GLS lamps.
- 1993 **Flash Lights**  
**Eveready, Union Carbide, India**  
A range of flashlights, in steel and plastics.
- 1993 **Garden Lights**  
**Philips, India**  
A range of outdoor luminaires.  
A range of garden lights, for Singapore using the traditional brass technique.
- 1993 **Electrical Hardware**  
**Cona, India**  
A range of electrical switches and panels
- 1992 **Heritage Monument Lighting**  
**Philips, India**  
Birla Temple Lighting
- 1992 **Heritage Monument Lighting**  
**Philips, India**  
Victoria Terminus Lighting.
- 1992 **100% make-up**  
**Alessi, Italy**  
The surface of a pot in collaboration with Architect Alessandro Mendini.
- 1992 **Home Appliances**  
**Kitchen King, India**  
A range of Cooking Stoves, for Indian kitchens.
- 1991 **Kitchenware**  
**Kitchen King, India**  
A range of handles and grips, for Indian kitchen utensils.
- 1991 **Tableware**  
**Kitchen King, India**  
The modular range of Casseroles for Indian homes.
- 1991 **Light-wall**  
**Dawood Shoes Co., India**  
Lamp in recycled glass and stone integrated into the beach house designed by Architect Nari Gandhi.
- 1990 **Calendar Art**  
**Alessi, Italy**  
Art Directed the Illustrations for the Calendar for Massimo Morozzi Steam pot, in collaboration with Indian Calendar artists.
- 1990 **Bombay Room**  
**Shah House, India**  
Art Deco dining room furniture based on the art deco heritage of the city of Bombay.

- Art Deco carved wood and leather panels based on stone carvings at Victoria Terminus heritage building, and the art deco spirit of Bombay.
- 1990 **Blue Room**  
**Shah House, India**  
Furnishing in blue ceramics collaborated with renowned Indian Artist Manjit Bawa.
- 1990 **Heavy Lights**  
**Shah House, India**  
Series of lamps – handcrafted by master craftsmen from Baster.
- 1990 **Sky Lights**  
**Shah House, India**  
A ceiling lighting system - customized for children’s rooms.
- 1990 **Flashlight**  
**Eveready, Union Carbide, India**  
Give-Me-Red – Heavy Duty Flashlight.
- 1990 **Home Electronics**  
**Videocon, India**  
Turbo Power – System of Audio Speakers.
- 1990 **Play Room**  
**Shah House, India**  
Blossoming of Squares – installation in wood rail for the balcony.  
Play screens - based on principles of physics.  
Art Deco Doors - inlay with red-blue kite papers in collaboration with renowned artist Yogesh Rawal.
- 1990 **Sea Room**  
**Shah House, India**  
Leather painted Sofa, collaborated with renowned artist Arpita Singh.
- 1989 **Glass Terrazzo**  
**Shah House, India**  
Glass floor tiles collaborated with master artisans of Ferozabad.
- 1989 **Outdoor Furniture**  
**Shah House, India**  
A marble bench collaborated with master artisans from Udaipur.
- 1989 **Process Control**  
**Kadex, India**  
Digitally controlled tea processing unit.
- 1989 **Signage System**  
**Essel World, India**  
Signage system for Amusement park.
- 1989 **Water Purifier**  
**Kitchen King, India**  
A range of Water Filters in Stainless Steel.
- 1988 **Exhibition Display**  
**Tasty Bite, India**  
Display system for packaged food.

- 1988      **Set Design**  
**UTV, India**  
Math-magic show set, in collaboration with Priti Vyas Giannetti.
- 1988      **Heritage Monument Lighting**  
**Philips, India**  
Lighting Design for Haji Ali Dargah.
- 1987      **Building Facade Lighting**  
**Philips, India**  
Lighting Design for State Bank of India Headquarters.
- 1987      **Television**  
**Philips, India**  
21” Plastic cabinets for Televisions.
- 1987      **Home Audio**  
**Philips, India**  
Professional Amplifier system.
- 1987      **Lighting**  
**Philips, India**  
Street Light Luminaire.  
Flood Light Luminaire.  
High Bay Industrial Luminaire.