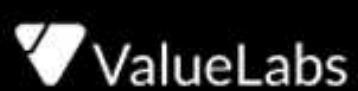




DESIGN INSPIRE
YEARBOOK
2021


REGENERATE & EVOLVE

Presented by



Organised by



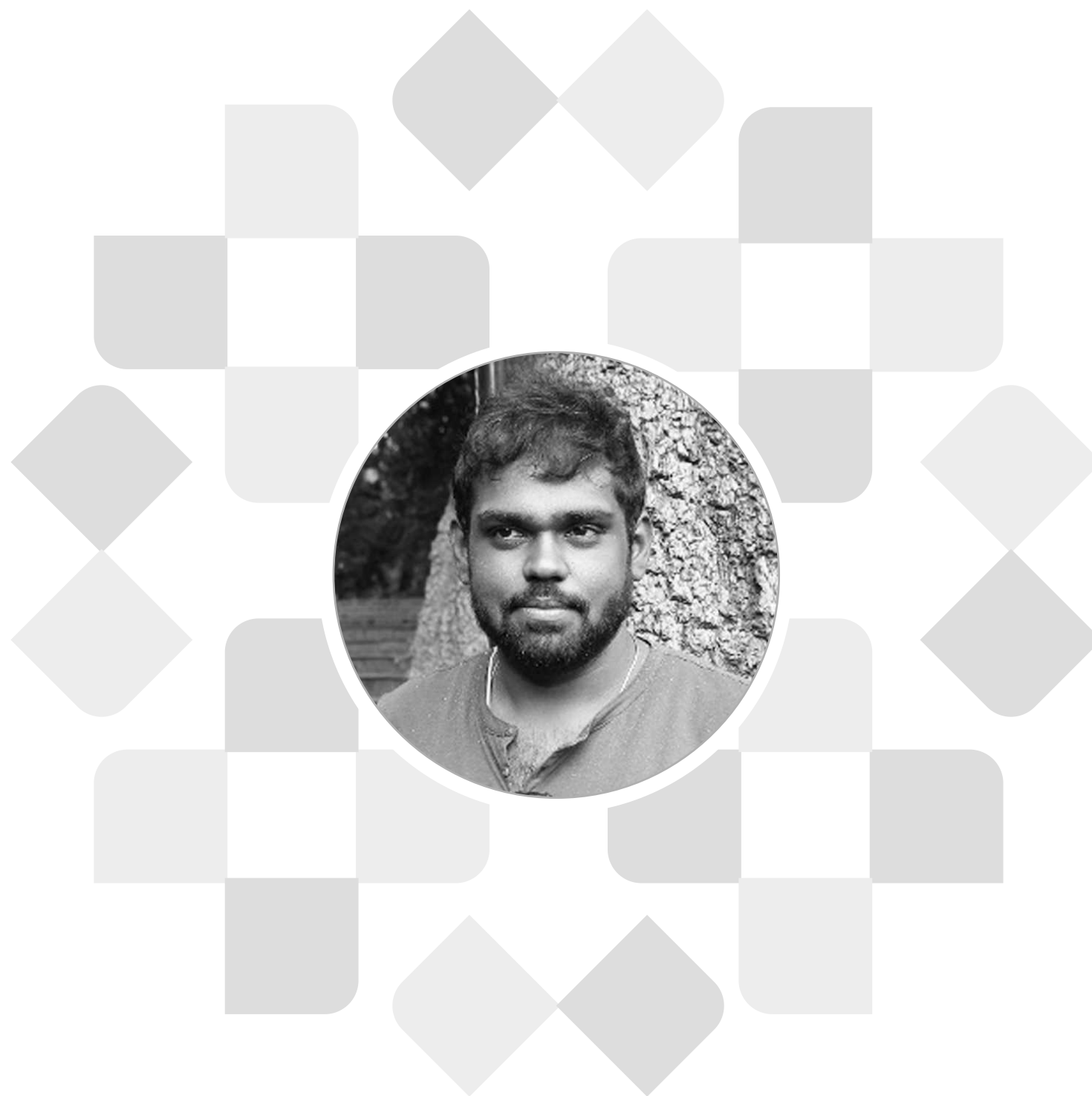


This book is dedicated to the
loving memory of our great
friend & apprentice who is no
more with us.

We will never forget your
beautiful soul and curious mind.

Rest in peace, dear friend.

In loving memory of



Mothilal Loganathan

Apprentice 2021

1995 - 2021



Content



After what has been a busy year full of numerous meetings, lots of inspiration, brainstorming and a lot more edits, the Design Inspire Yearbook 2021 is ready for release.

The task at hand was difficult, and the bar was set high with the inaugural Yearbook. In line with this year's theme of **'Regenerate and Evolve'**, we wanted to take this Yearbook to the next level and delight the readers with a refreshing account of the a year behind us. The Yearbook aims to capture the essence of an eventful and a colourful year which marks the second successful year of Design Inspire.

The cover page emulates the essence of the theme and brings it to life with enchanting illustrations. In the opening section on Design Inspire, we introduce you to the platform and the various segments that contribute to spreading Design awareness and education. The subsequent sections highlight the fun pivots on the learnings we gathered from this year's journey. The people who have made Design Inspire a successful endeavour are honoured in this book. The final section unveils the team (UXG) behind this yearlong affair and documents the efforts of every single member who defines the team in the real sense.

Don't miss out on the special section at the end which holds a ticket for readers like you to join us on the Design Inspire journey. We are grateful to the ValueLabs administration for their trust and continuous encouragement. We are also thankful to all the speakers, participants, guests, jury members and viewers for instilling their belief in us and heartfelt gratitude towards Kadambari Sahu for envisioning this in the first place. The Yearbook is an outcome of the diligence of an extraordinary and gifted group of individuals.

We express our gratitude to the entire UXG team for their dedication in seeing this to the end. Each year Design Inspire's journey brings in special memories cherished forever. As we embarked on this journey, there were deep discussions, numerous reviews, and multiple iterations.

There was always an abundance of ideas, some realised in this book, and others parked to tinker more on. After much thought and effort, we are proud to present you the Design Inspire Yearbook 2021. We hope you enjoy reading it as much we have enjoyed creating it.

- The Design Inspire Editorial Team

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ABOUT UXG

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From the DI Founder

Dear Readers,

Design Inspire was founded with the aim of creating a platform to spread design awareness and make education accessible to all, irrespective of their backgrounds and geography. It is especially aimed at young and budding designers. Design is ever-evolving, which means it's a difficult landscape to traverse in. There are so many overlaps that it sometimes becomes overwhelming for young designers to navigate its different terrains. The platform serves to create inspiration by its various offerings and is meaningfully expanding to create just and equitable futures for all. This year apart from the Designathon, Conference, and Publication we extended to the Apprentice program, in which we conducted an enriching UX design course that encouraged original thought processes from the apprentices working on the projects and pushed them to think beyond templates. The other initiative we wish to start in 2022 is DI Honors, where we would handpick the ten best graduate design projects and recognize the graduate designers.

Design Inspire platform is our commitment to bring the design community together meaningfully. It serves as an example of good design to manifest these services, creating collaboration and a spirit of belonging.

This year as the world heals from the Pandemic, there is the hope of doing better and building back better in every walk of life, society, and planet. The Pandemic brought the invisible injustice to the forefront, be it discrimination or poor and minorities getting the most affected by it due to climate crisis. We as designers have a lot to do, and together with everyone, we must create equitable, just, and inclusive futures.

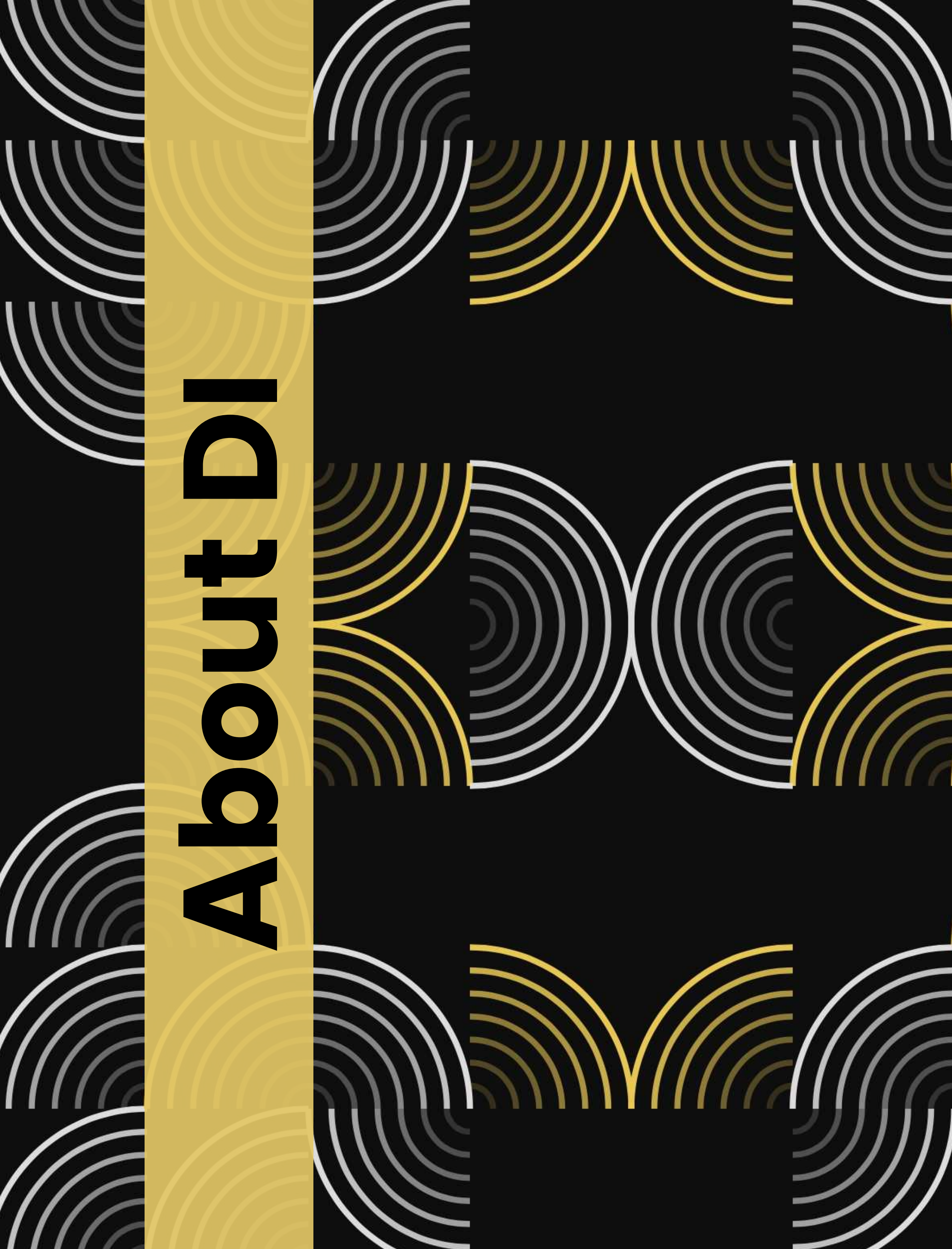
With that call to create better and inclusive futures for all, I wish to start our journey together. We hope you will join us and participate in creating better inclusive futures together.

Kadambari Sahu

Senior Vice President of Design,
ValueLabs



About DI





About Design Inspire

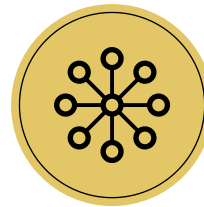
Design Inspire is a mission-driven platform to create just and equitable futures by providing free and accessible Design Education and creating Design awareness. It provides exploration and exposure of design domains, ideas and learning about good design, training, encouragement, and recognition. It focuses on learning for designers for all levels of experience. Each of its offerings focuses on different aspects of learning and it is expanding meaningfully to serve the Design community globally.

01

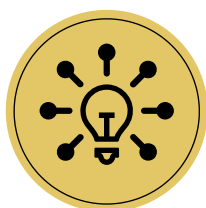
Mission and Objectives



Provide accessible and free design education, irrespective of their gender, race, caste, geography, age, or social status and experience level.



Creating an inclusive platform promoting belongingness & decolonizing Design.



Creating opportunities for the underprivileged, women and marginalized communities & providing representation.



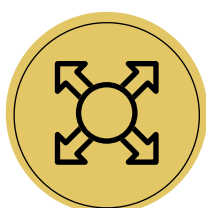
To motivate, encourage, recognize, & reward designers & creative professionals from all experience levels.



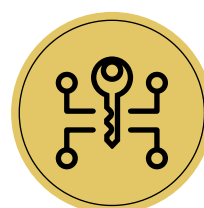
Inclusive platform showcasing the diversity of ideas, discipline, designs, geographies, culture and designers



Sparking ideas and conversations about evolving domains in Design.



Meaningfully expand into new services and create a trustworthy ecosystem.



Providing equal opportunities to create just and equitable futures.



Design Inspire Consists of:



Talks

To create design awareness, one episode at a time. These talks are given by our DI Fellows who are conferred with the title of Inspiring Designers.



Apprentice

Mentoring & training fresh graduates and young designers free of cost, in industry's best design practices & methods. Creating a platform for them to kickstart & advance their career.



Learn

Giving practitioners/educators the opportunity & facility to create courses in their expertise to be provided free of cost.



Conference

This annual event creates an atmosphere for celebrating good design for all the design enthusiasts. It features talks by eminent design leaders, felicitates design fellows, & designathon winners.



Designathon

A Design hackathon for design students, to earn recognition and get rewarded. Get visibility to showcase their solution to the global audience.



Publications

DI Publications dedicated to spreading design awareness.



Honors *(Launching in 2022)*

Encourages and puts the spotlight on young talent.



conference



About DI Conference

The Conference culminates Design Inspire's annual journey. The event was virtual this year and was held on 20th November 2021. The theme for this year's conference was 'Regenerate and Evolve' with Alok Nandi and Pazit Kagel as the keynote speakers. It also celebrated the winners of Designathon and honoured all the Inspiring Designers of the year.

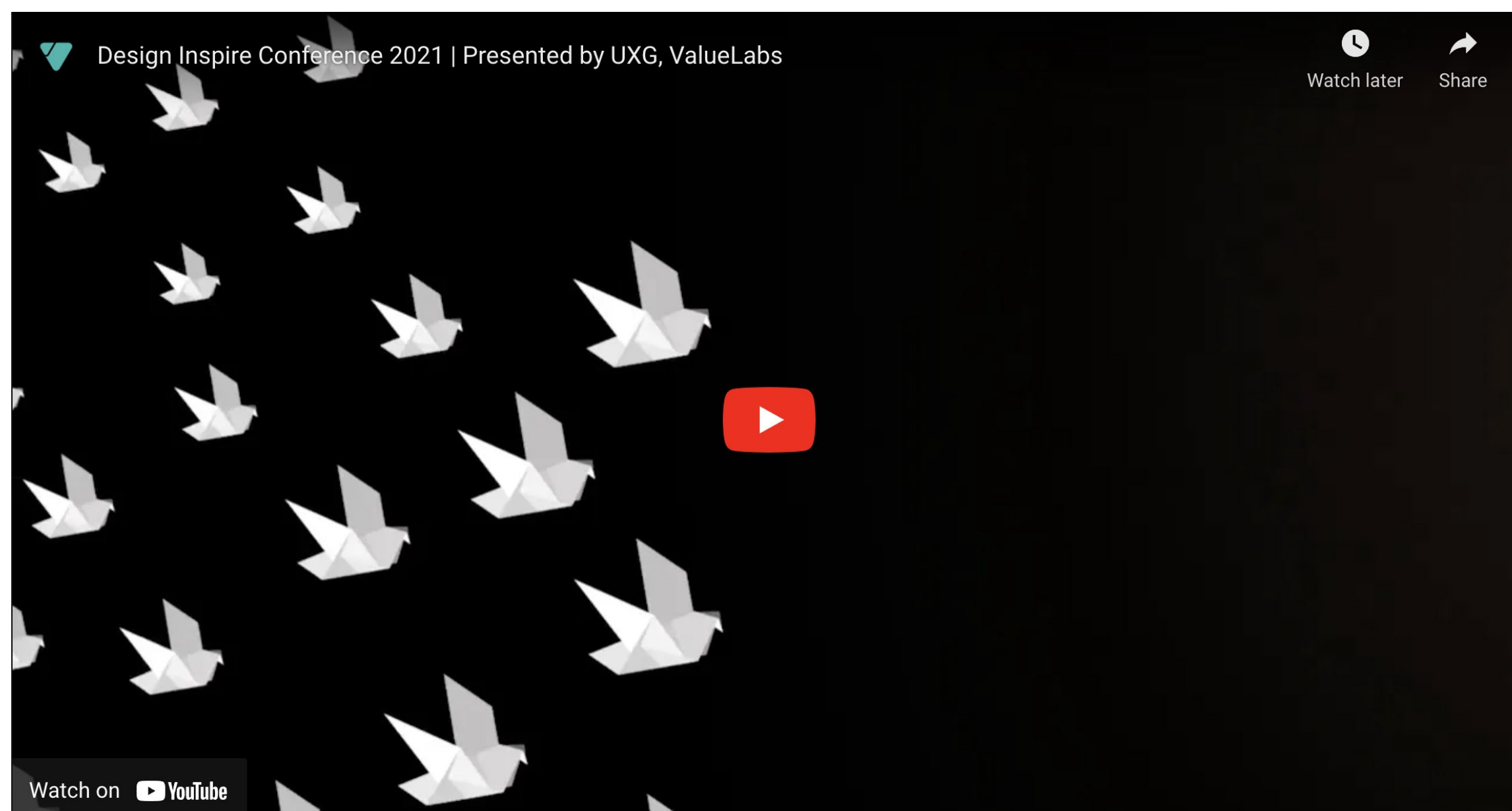
DI Theme 2021

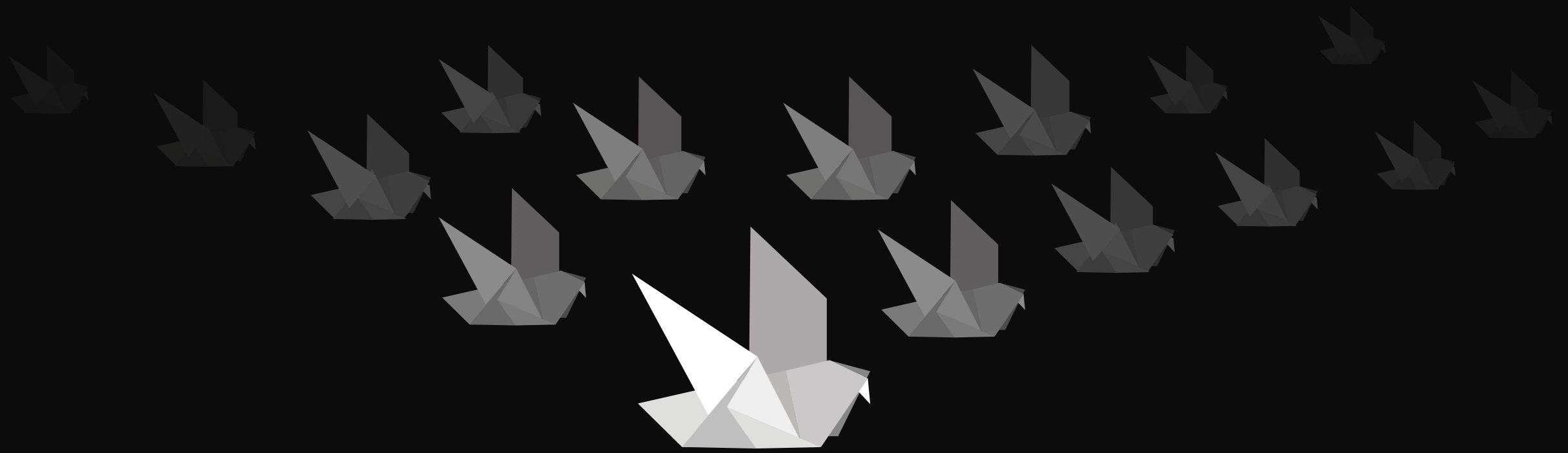
The theme for this year was **'Regenerate and Evolve'**. In testing times like our world faces today, the setbacks must be overcome by building resilience in us and the systems we design. Today's challenge is how we rebuild our systems to be resilient and inspired by the right ideals. We must regenerate and evolve by not letting setbacks discourage us in the wake of the challenges. While we do so, we should build back better by including everyone and designing together.

Watch Conference Theme Video:

<https://youtu.be/U5I3LGjNDKM>

Conference theme video snapshot from YouTube





Keynote Speaker 01



Alok B. Nandi

Managing Director – Partner Spread Design, Brussels.

Past President, IxDA.



In a nutshell, design is a set of contextual activities”

Alok B. Nandi

Alok B. Nandi is an expert innovator, having worked extensively on strategy and interaction design for multiple companies and institutions, using tools in the VIA-Framework. As a designer, creative director, design strategist, and writer-director, he explores hybrid creative contexts via Architempo & Spread Design. He has been dealing with storytelling across multiple media, spaces, and technologies — from high-tech interactive installations to low-tech mise-en-scène. Alok Nandi is a lecturer, an invited professor, and a regular speaker at international conferences and events (including PechaKucha Tokyo & TEDx Flanders).



[Connect with Alok](#)



Regenerate means reboot.

*Reboot means looking at three dimensions
which are the sense of purpose, the direction
of projection and the ability of prototype.*

Alok B. Nandi

Sketchnote

DESIGN
INSPIRE
CONFERENCE
2021

REGENERATE
&
EVOLVE

ValueLabs
-UXG-



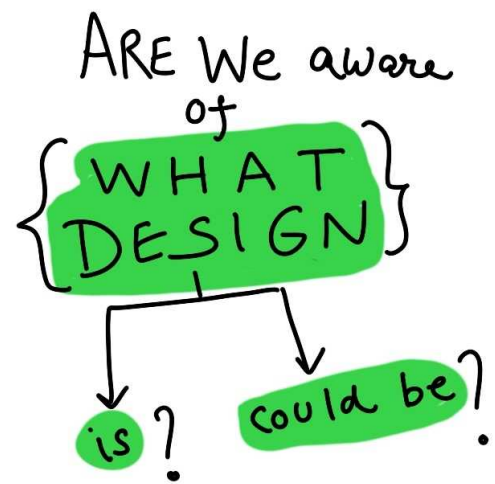
ALOK . N

How are we going to create
NEW Knowledge?

THERE is a
LACK
-OF-
EMPATHY
&
INCLUSION

DO WE
LISTEN
ENOUGH?

How can we go
where we have not
BEEN

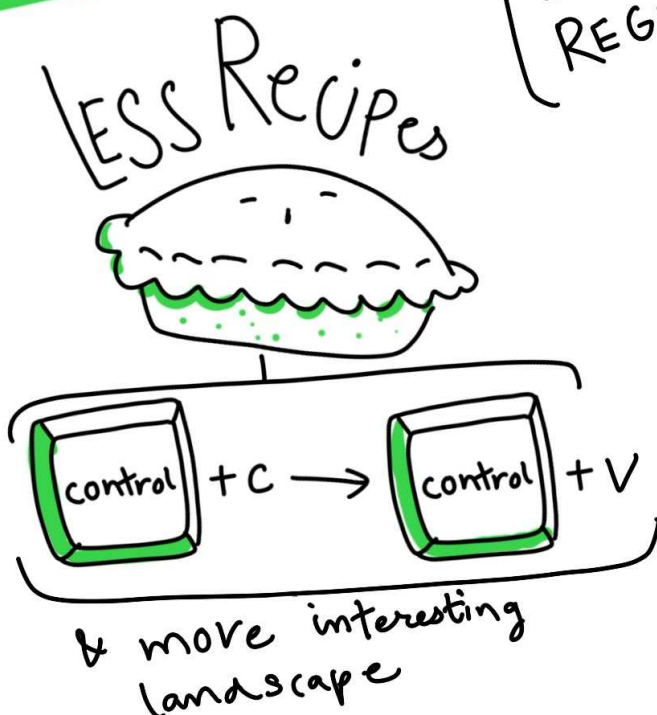


How can we do thing
we have not
DONE

2022
is Tomorrow!
It needs to be
REGENERATIVE

DESIGN
The ability to Navigate
the **PARADOX**

- 3 Entry
POINTS
- 1 IN Situ
 - 2 IN tempo
 - 3 IN flux



Keynote Speaker 02



Pazit Kagel

Executive Design Director – Commercial Bank,
New Business Ventures



Evolve and regenerate is the
ability to be agile and flexible, the
ability to live with ambiguity”

Pazit Kagel

Pazit started her career designing and building physical products. Her early projects include medical devices, packaging, and consumer products. She also designed, manufactured, and distributed her own line of furniture. As a designer, Pazit leans on her ability to embrace ambiguity and approach problem solving with an open mind and curiosity. She feels fortunate to have had the opportunity to work on projects that aspire to make people's lives better in many spaces, including Healthcare, Enterprise, HR, Education, Blockchain, and Fintech. She is energized by opportunities to experiment with hypotheses of solutions that would drive positive business impact while delivering excellent outcomes for the people who use these solutions.



[Connect with Pazit](#)



*Use your curiosity leverage on your
ability to explore new things.*

*Be open to working on many different
domains, and that will help you grow
as a designer.*



Pazit Kagel

Sketchnote

DESIGN
INSPIRE
CONFERENCE
2021

WHY are we
Making
WHAT we are
Making

EVERY
PROBLEM
IS
DIFFERENT

EXPLORE
NEW THINGS
to
GROW
as a
DESIGNER

REGENERATE
&
EVOLVE

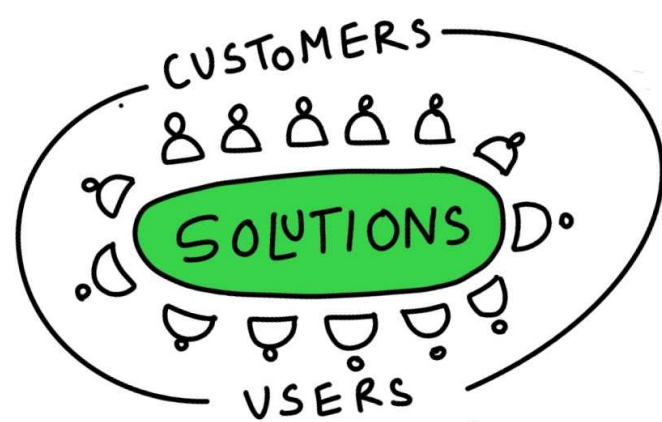


PAZIT KAGEL

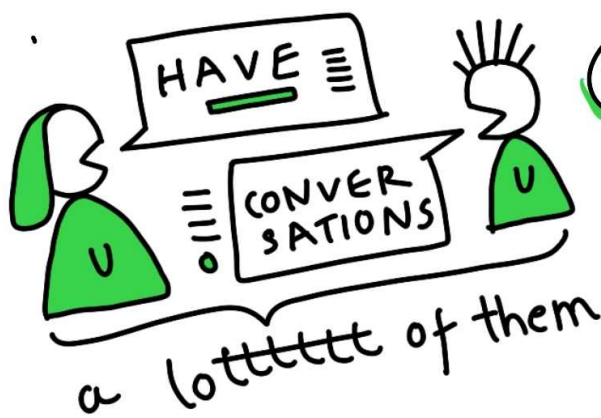
ValueLabs
-UXG-

FOR
ME
IT IS

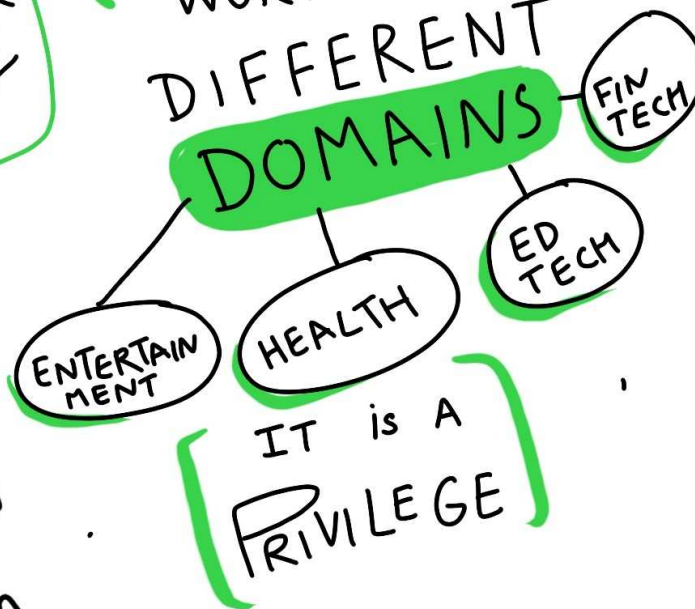
ABILITY
To Be
AGILE



Get the feedback
at any stage of
the project.



WORKING IN
DIFFERENT
DOMAINS



- TEJUS NAGDEV
UXG ValueLabs



Generative art patterns based on different personas

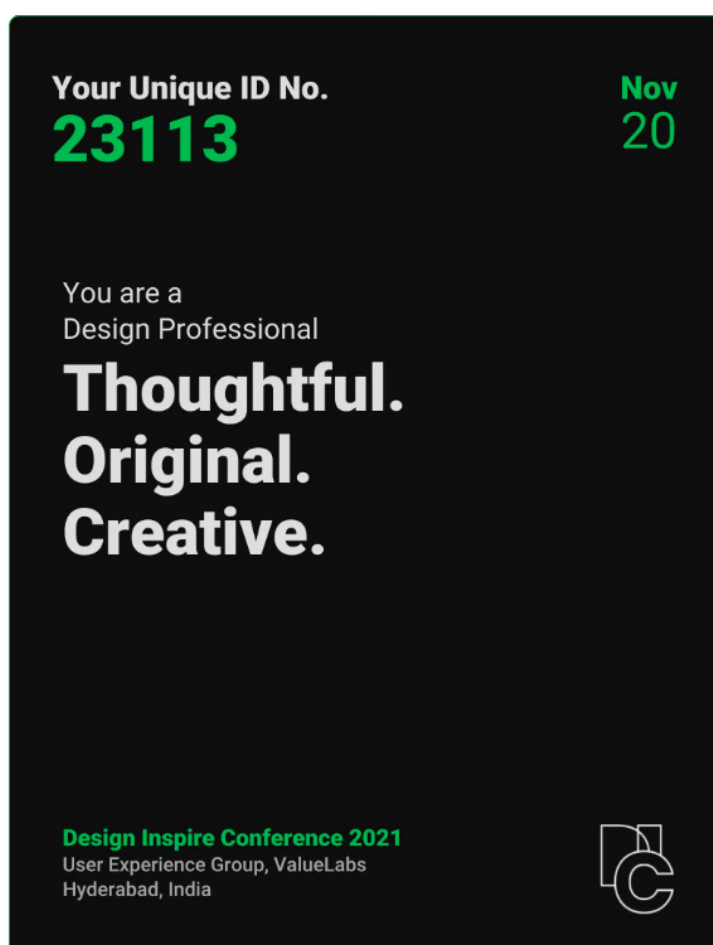
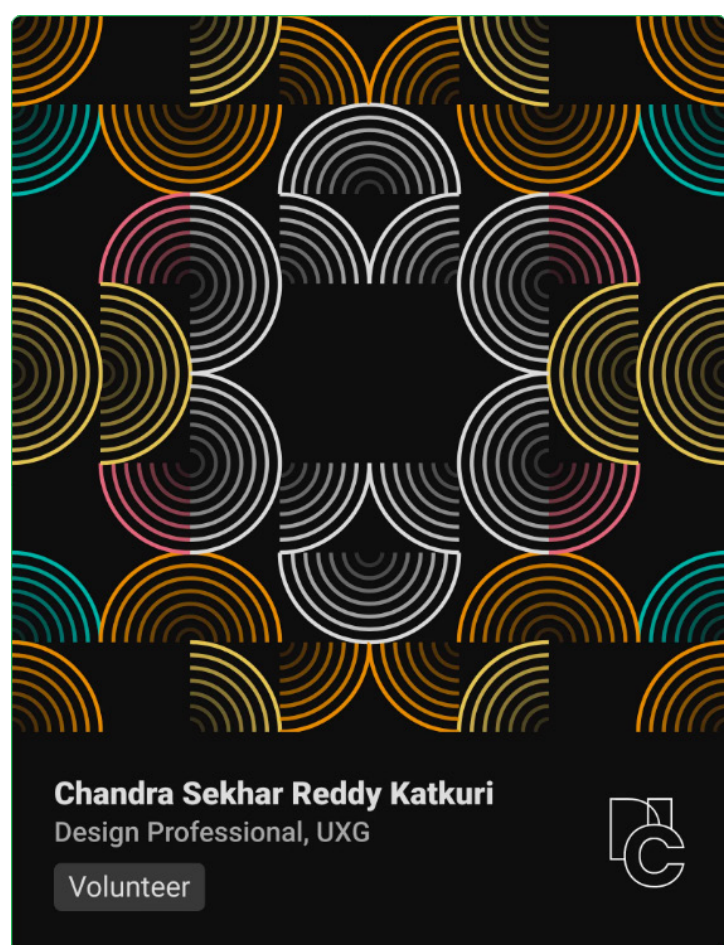
Gaia (Generative Identity)

Design Inspire is an initiative for the wider design community to learn and prosper. Celebrating participation and individuality of the participants has been one of our main focuses. In continuation to the generative identity from the inaugural season, the concept presented this year is eponymous to GAIA, the mythical goddess of Earth, one of the elemental deities born at the dawn of creation. She represents the driving force that nurtures life through the interaction of both living and non-living beings. This legend has been interpreted as a very unique and intriguing phenomenon by historians and philosophers for ages.

Based on these interpretations, we affirm that however unique, every entity on this planet is a manifestation of the same continuous process of regeneration and evolution with time.

This concept is most visible in the Anthropocene era; humans have changed Earth in unprecedented ways and are now beginning to experience the effects of these changes upon themselves.

This essence was translated into the underlying concept of our artworks; random parameters that share the same visual elements and use participant profiles to generate a unique pattern for each participant of the Design Inspire 2021 Conference. They denote that although quite different from one another, we are all connected in spirit and possess the capability to change ourselves and our planet for the better or worse.



Conference attendee IDs

Behind Gaia

How does it work?

1



Data Gathering:

Attendee information is gathered from the registration database

2



Data Parsing:

Data is parsed, and a unique profile created for each participant

3



Code Generation:

The unique code is fed into the GAIA generative art algorithm

4



Pattern Rendering:

Unique GAIA patterns are rendered for each

5

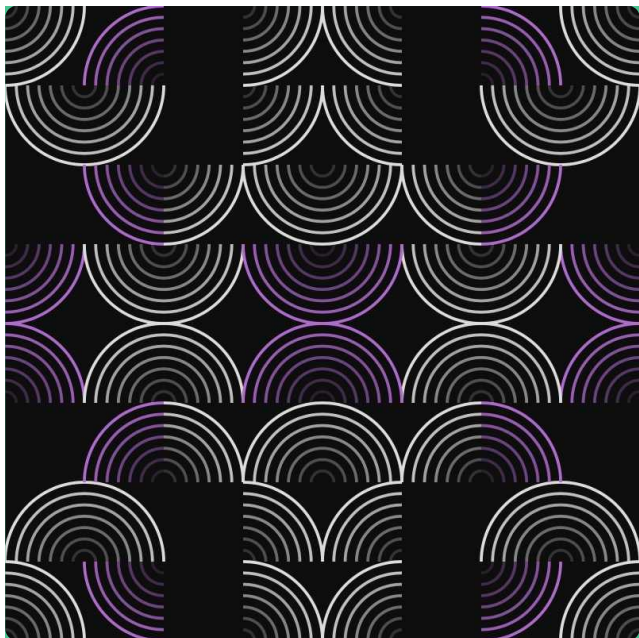


Pattern Embedding:

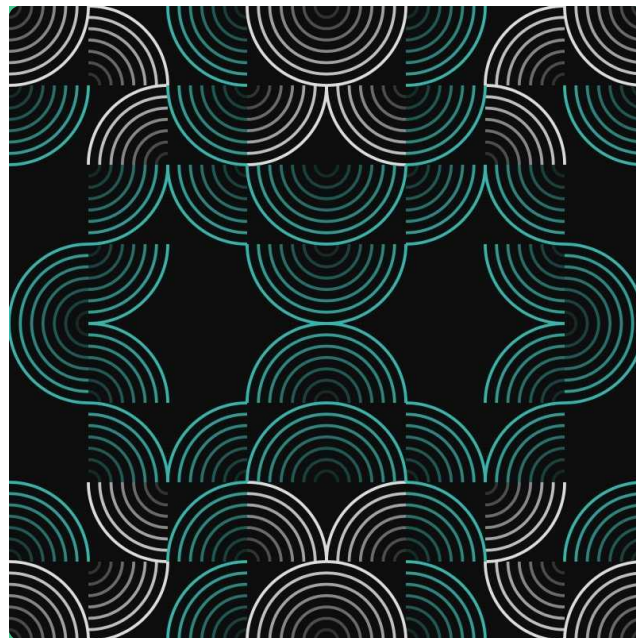
Downloadable Designation merchandise is embedded with attendees' patterns

Behind Gaia

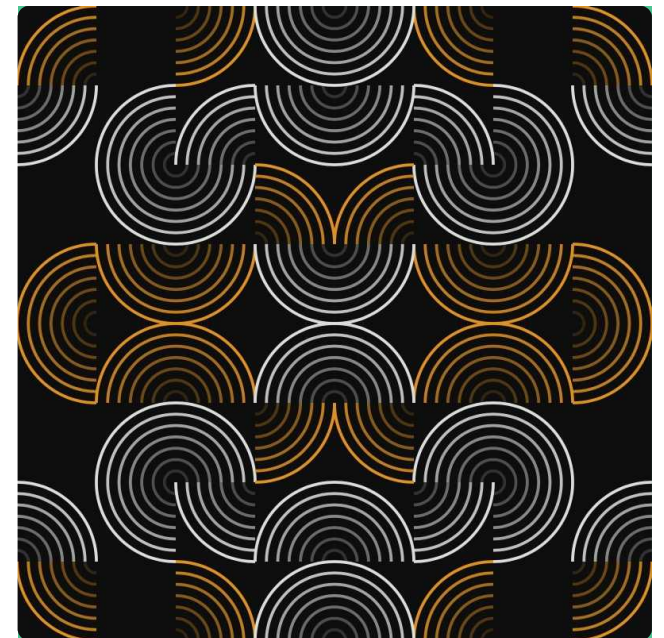
Output: User Based Patterns



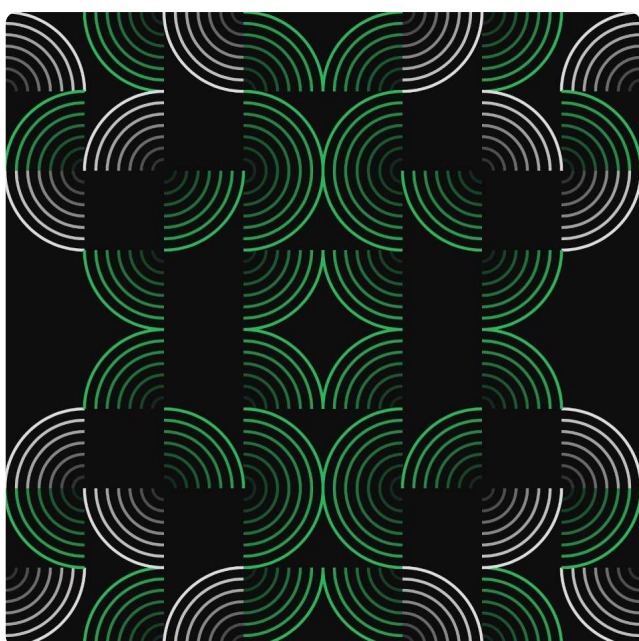
Designer



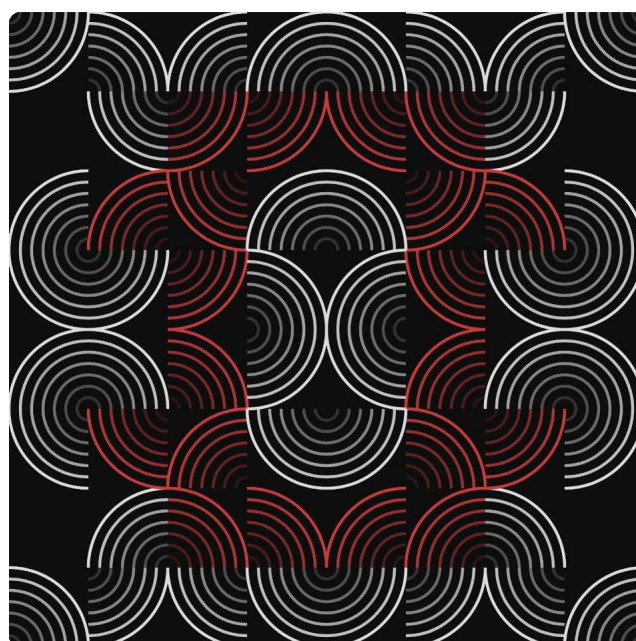
Researcher



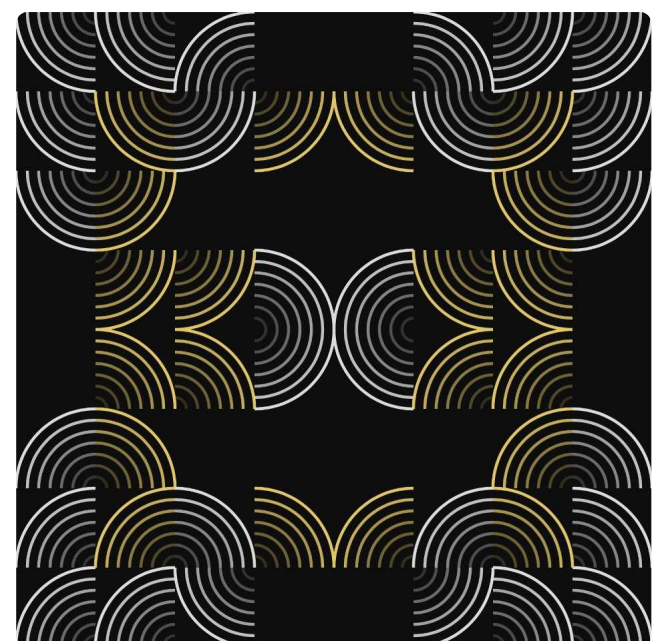
Student



Entrepreneurs



Freelancers



Others

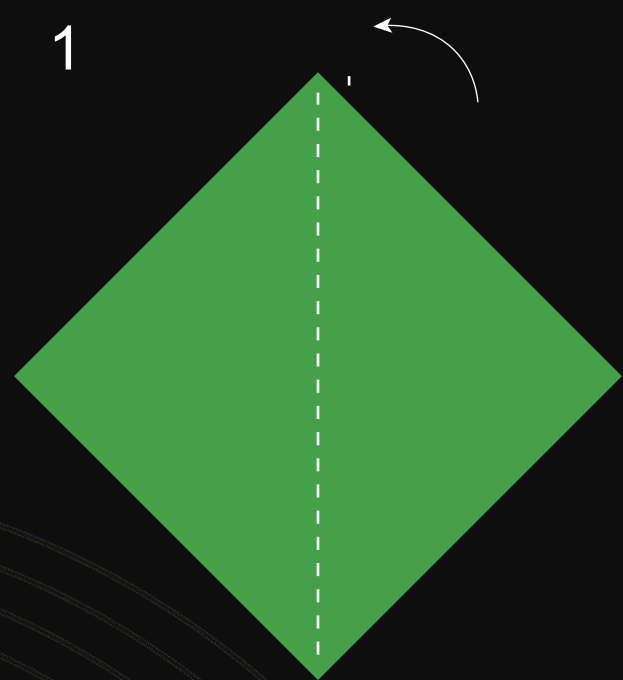
DIY Origami Dove

We are grateful to you for being a part of Design Inspire this year. We hope this has been a meaningful learning journey for everyone in the DI community. Also, we would like our DI community to cherish and remember the learnings, insights, inspirations for a long time to come and make some real impact in our respective fields.

This is a prime aspect of how humankind has faced and overcome adversities in the past, we hope Design Inspire helps you on your journey in bringing a change through your work.

In essence of this year's theme, we believe our understanding of design or any knowledge is also in a state of regeneration and ever evolving.

As a takeaway which will remind you of this shared learning experience and a reminder to the vision of DI, we request you create your own design artefact: origami dove which will stay with you and remind you from time to time of this journey!



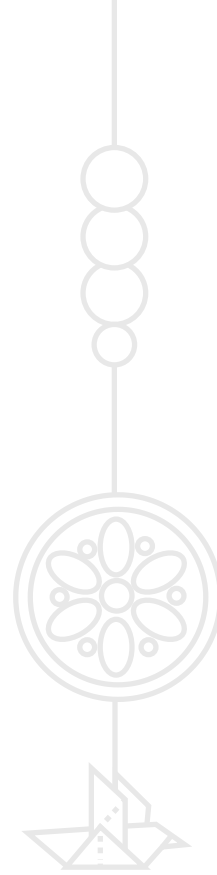
1
Mountain fold the square sheet along the crease line, hiding paper's back



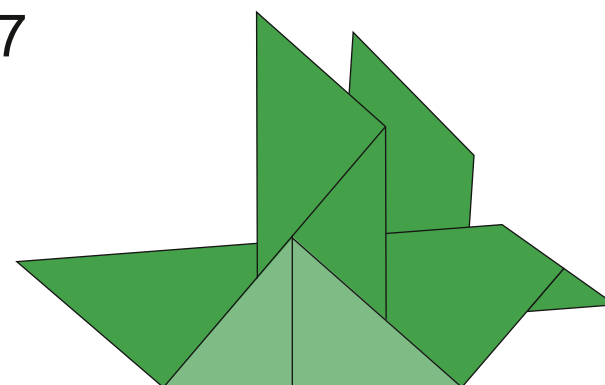
2
Valley fold about 1/3rd the way along the crease line as shown



3
Valley fold the front flap about 1/3rd of the way, exposing the paper's back



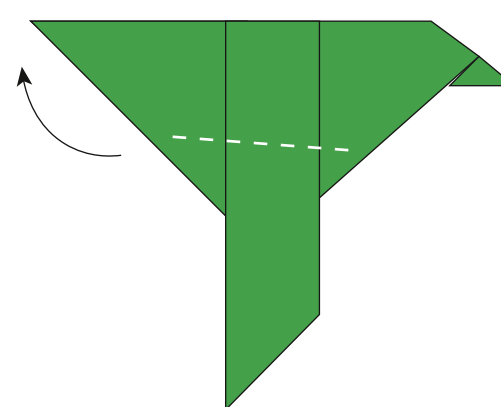
7



Origami dove is ready for display !!

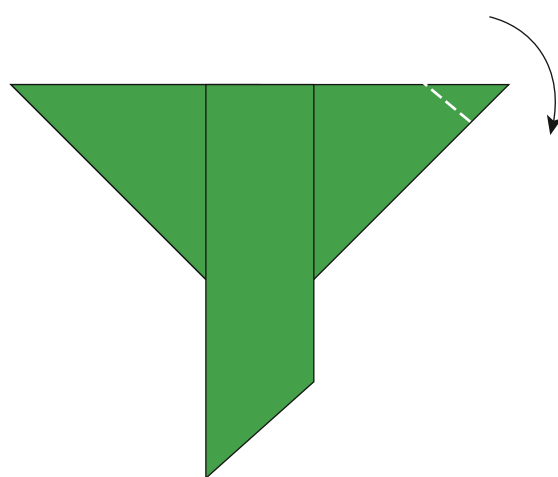


6



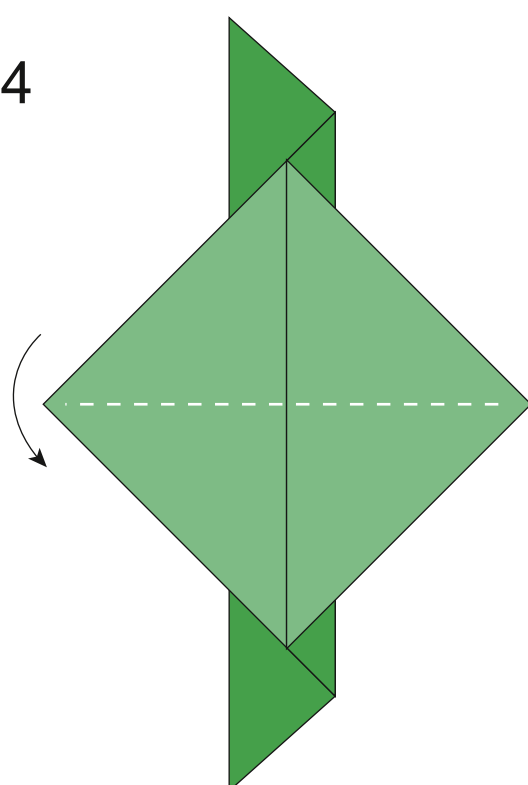
Fold the front portion upward, repeat the same step on the other side

5



Mountain fold along the crease line to make the Dove's beak

4



Valley fold from top to bottom along the crease line, hence, hiding the paper back

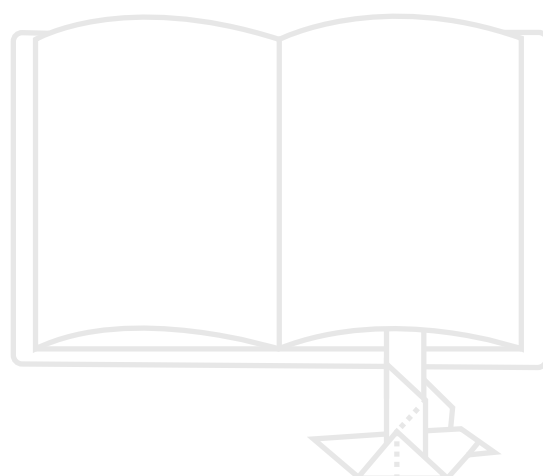
Paper front



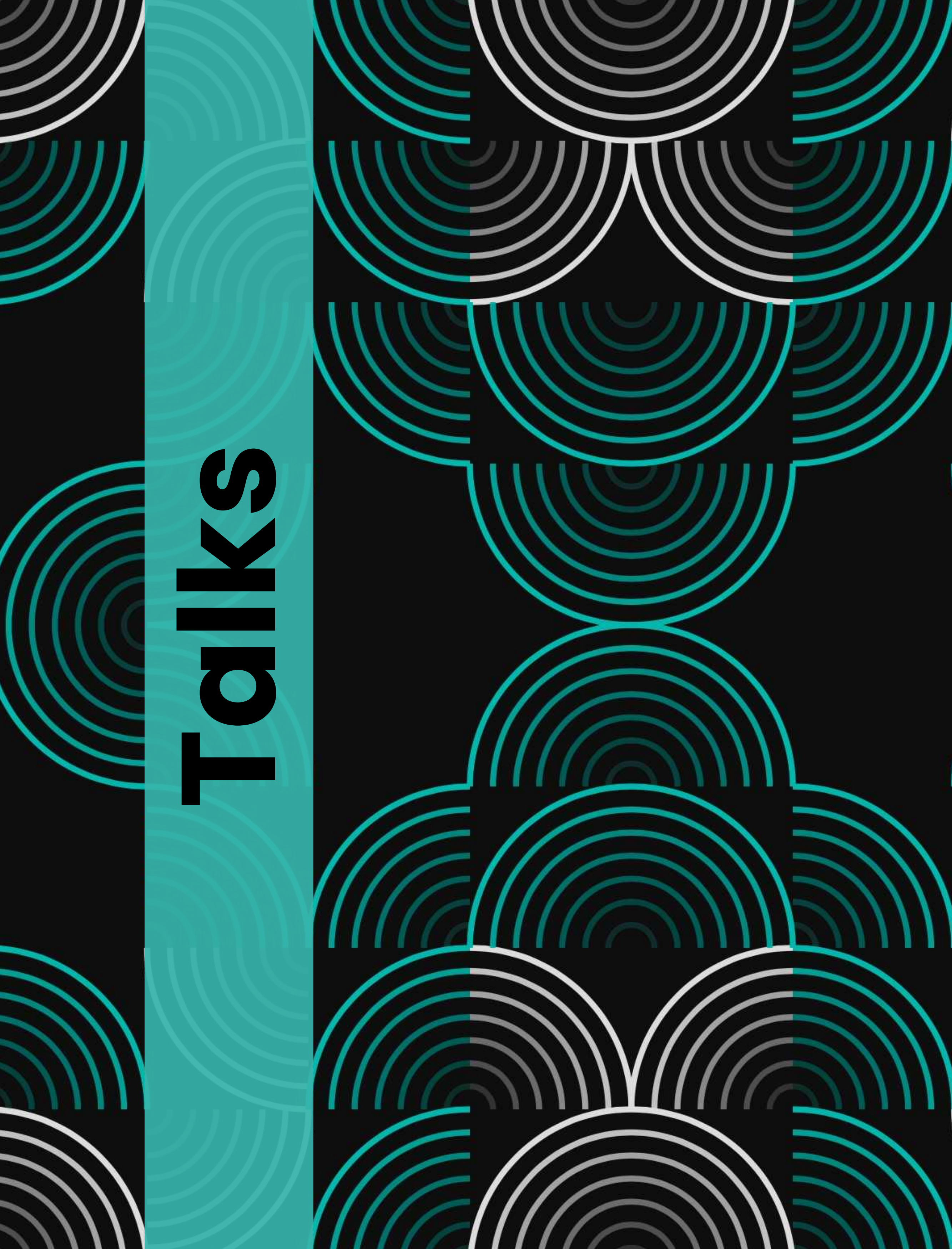
Paper back



Crease lines



Talks





About DI Talks

A meaningful conversation with inquisitive and curious minds has the potential to shape a better tomorrow. Every commendable piece of work starts with some good inspiration.

Hosted by Kadambari Sahu, Design Inspire is a one-of-its-kind initiative by UXG ValueLabs to highlight the design contribution of outstanding designers and to inspire budding designers to do great work. These engaging conversations consist of ideas, design journeys, inspirations, work, and challenges of innovative designers across the world.

Each year we curate creative people who are doing meaningful and impactful work. These are talks that feature creatives from diverse disciplines and are not fixed to any one domain.





Inspiring Designers 2021

Left to right:

Sandip Chauhan

Katie Swindler

Charuvi Agrawal

Nishita Gill

Jay Kaufman

Gabriel White

Adeola Enigbokan

Inspiring Designer



Sandip Chauhan

Lead Designer at Frog



It is really easy to make someone understand who talks your language."

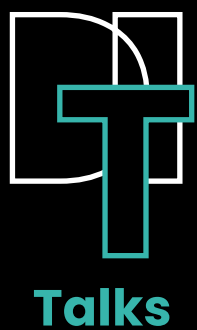
Sandip Chauhan

Sandip has worked as an interaction designer, game designer, graphics, UI and web designer.

He loves designing mesmerising immersive experiences using emerging technologies. He likes working on AR and VR as well. As a designer, he believes in fulfilling users' immediate needs and believes that users may not know what difference technology can bring in their daily lives.



[Connect with Sandip](#)



Sandip Chauhan

Sketchnote



[WATCH SANDIP'S TALK](#) 



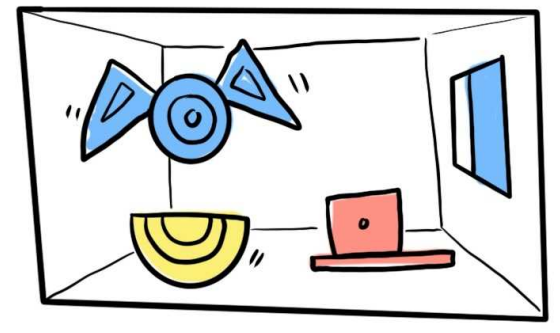
Kad & SANDIP.C
Sr Interaction Designer - frog

☺ ☹ ☺
GOOD, BAD & in between
My mind debating!

ARE GAMES
GOOD OR BAD
LEARNT CAR in 1 hour

In Parents Perspective
GAMES are BAD !!

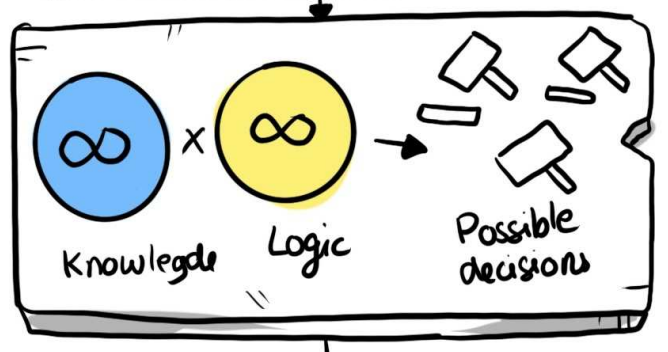
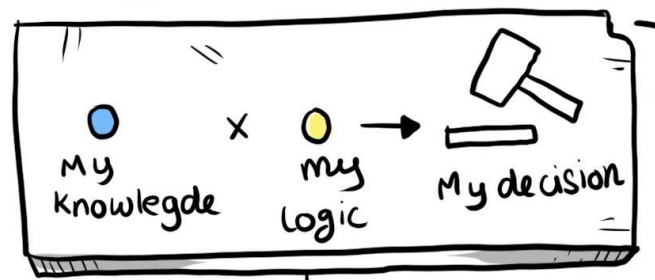
TOOLS
CAPABILITY vs MINE
EXPERIMENTAL ANIMATION



ENGINEER vs DESIGNER
I am Both!

What is feasible vs BEST!

CONTRADICTION & DECISION MAKING



Possibility of contradiction
- There might be a better decision which I might not aware of

Time & Experience
Play an important role in decision making

Its not BLACK & WHITE

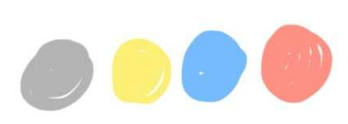
STAY OPEN MINDED



Keep experimenting!

GAMES are GOOD

- Tejus Nagdev
UXG Value Labs



Inspiring Designer



Katie Swindler

UX Strategist, Allstate



*If a stressed person can use your design,
anyone can use it."*

Katie Swindler

Katie is a user experience strategist who writes and speaks on topics related to human-centred design. Originally educated as a theatre director, she brings a unique perspective to digital work. She believes that if brands wish to connect with consumers indeed, they must combine emotion and utility, storytelling and technology to fulfil genuine human needs. Katie leads the experience strategy for Allstate Insurance's consumer-facing websites.



[Connect with Katie](#)

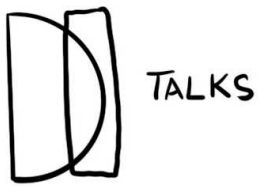


Katie Swindler

Sketchnote

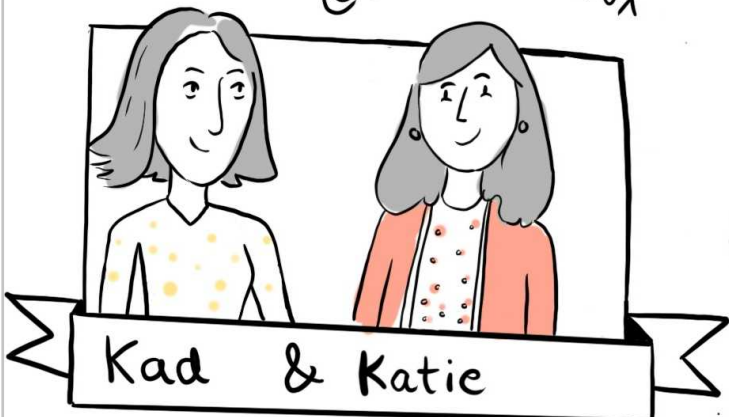


[WATCH KATIE'S TALK](#) 



TALKS

@Katie SuundlerUX



Kad & Katie

4 Ways To Use STRESS in DESIGN!

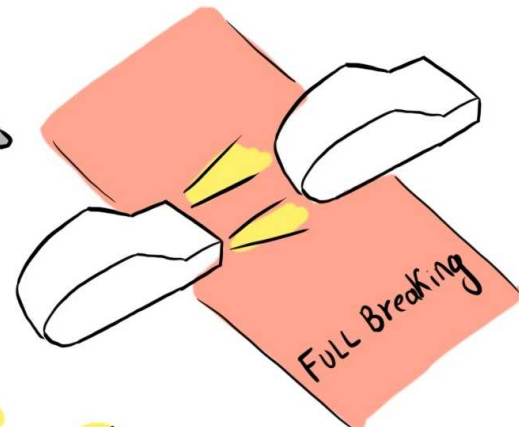
1 HARNESS

DAD Reflex



3 PROTECT

Full Automation



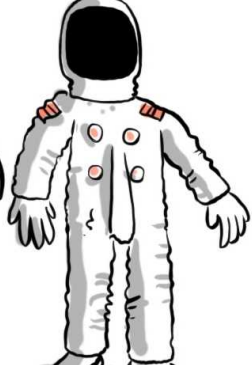
LIFE & DEATH DESIGN

Mark



Hard Suits

A7-L



Soft Suits

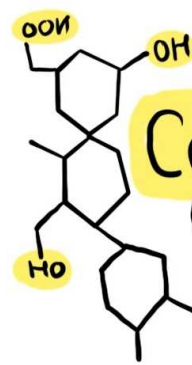
IN STRESS "I couldn't find the NINE"



LARGE Button

Achievable = MOTION

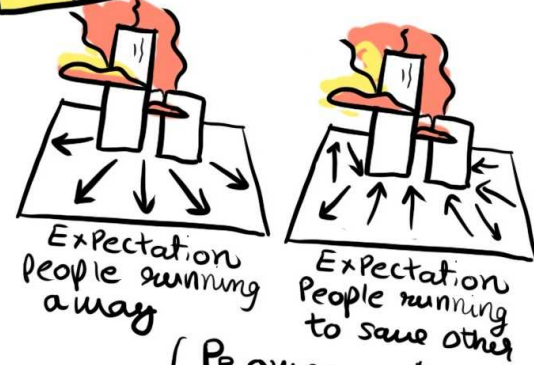
Clear Feedback



CORTISOL

Poor decision making chemical

4 CALM



Expectation people running away

Expectation people running to save other

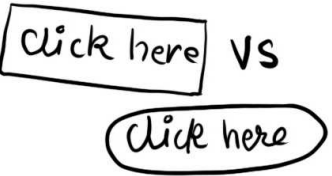
PROVIDE HUMAN CONNECTION in your Service



"great uniter Every HUMAN Experiences it!"

2 SUPPRESS

- NOVELTY
- INTENSITY
- RISE TIME



IF a STRESSED person can use your designs - any one can use it.

AESTHETICS of Joy

- Round
- Bright colour
- Symmetrical
- Abundance

- TEJUS Nagdekar ♡ UXG ValueLabs

Inspiring Designer



Charuvi Agrawal

Director, Charuvi Design Labs



Animation is an offshoot of art."

Charuvi Agrawal

Charuvi is an animation film director, producer, and immersive artist. She is the co-creator of "The Legend of Hanuman", an animated series currently airing on Disney+Hotstar.

Today, her studio CDL (Charuvi Design Labs) is a multi-award-winning innovative firm that creates content across various mediums, including tv-series, films, VFX, AR, VR, etc.

Her films have been screened and awarded at various film festivals across the globe. She has been a speaker at Google, IIT, TEDx, etc., and holds 2 LIMCA records.



[Connect with Charuvi](#)



Charuvi Agrawal

Sketchnote



[WATCH CHARUVI'S TALK](#) 



TALKS

Animation film director
artist
producer



KAD & CHARUVIA

Charuvi Design Labs

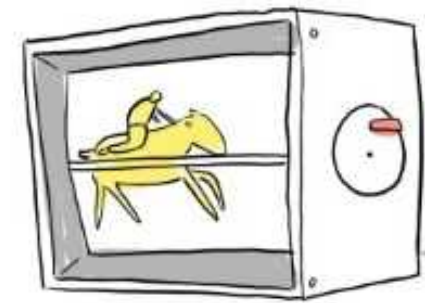


iPAD Application

9 Feet Storybook



FLIP THROUGH METRO



KAAVAD

Making life size Book

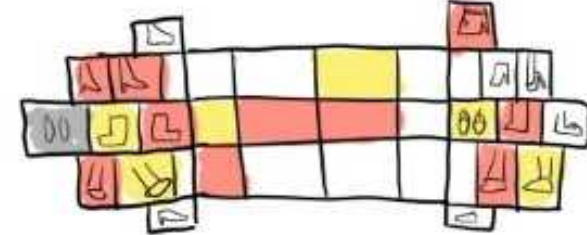


26000 bells of light



Suspended Sculpture

AR



MULTITUDENAL PERSPECTIVE

"Animation is EXTENTION OF ART"

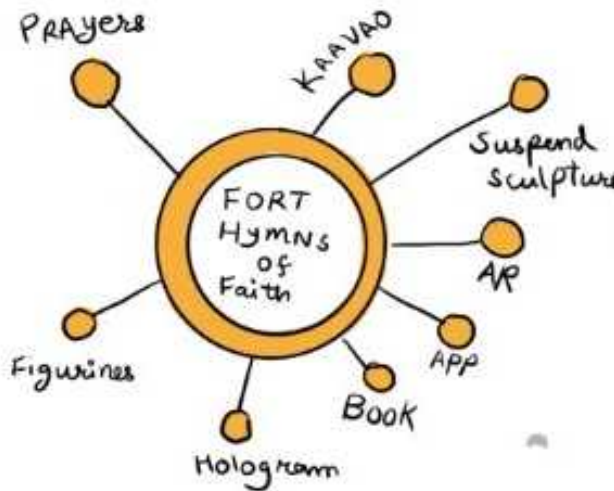
10th AVATAR

Film Canada (2006)



Shri Hanuman Chalisa

Multiple Award



KAVAYA

for Private collector Delhi



GAJENDRA

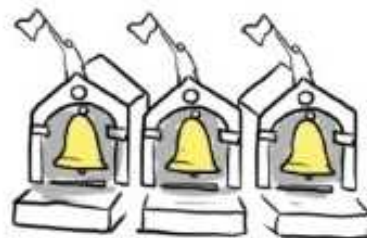
44000 ghungroo were used

Interactive

The sculpture evokes sound when someone approaches it.

MAUT KA GHANTA

Jayaprakash Narayan Museum



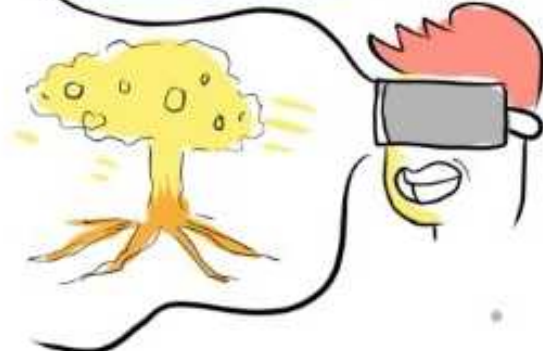
Shiv NADAR UNIVERSITY



Explored spirals



VR Series



THE LEGEND OF HANUMAN

- Tejus Nagdev
UXG Value Labs

Inspiring Designer



Nishita Gill

Director, Treemouse



Uncover the invisible."

Nishita Gill

Nishita, through the talk, depicts her obsession with making breakthrough technologies entwine with our daily lives, to the point of invisibility. She covers topics related to missions like making Punjab free of Hep-C, India and South Africa free of TB, making e-mobility a preferred choice for Indians, bringing digital finance to the masses, bringing AI to the value chain, bringing VR to the classrooms and many other strategic goals.



[Connect with Nishita](#)



Nishita Gill

Sketchnote



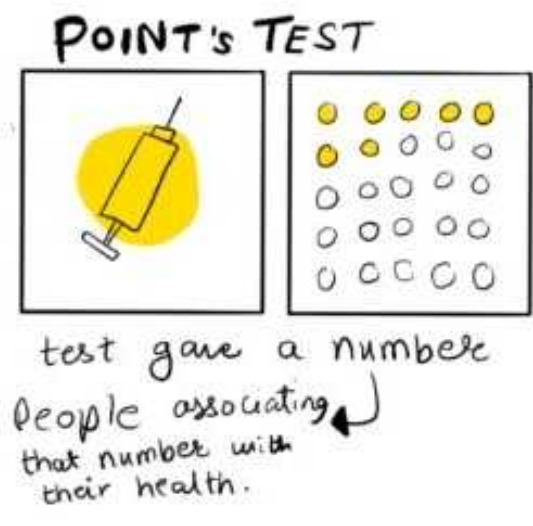
[WATCH NISHITA'S TALK](#) 



HEPATITIS C
DEATHS in INDIA

Extremely Curable

GAP



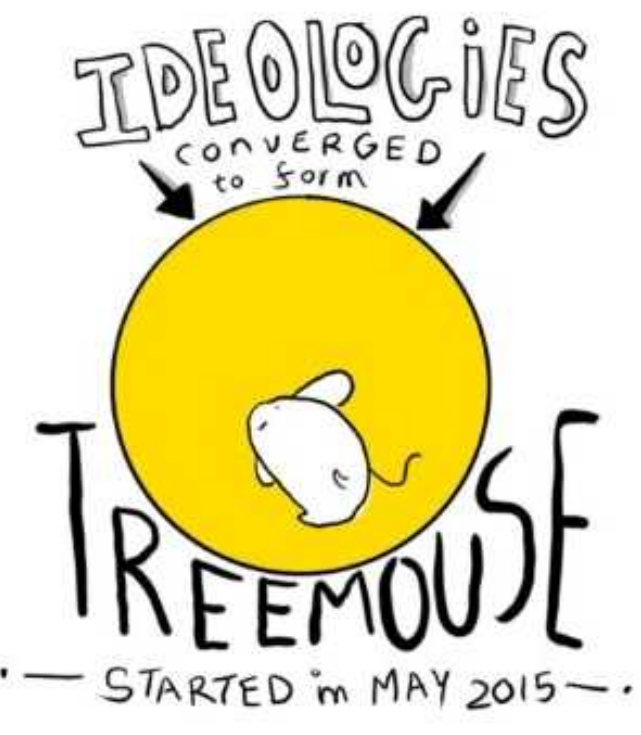
JOIN the GREEN HELMETS?



MERI PEHLI ELECTRIC



FROM P to P+x



Invisible
like being
invisibles

UNCOVER the INVISIBLE.



- Tejus Nagder ♥
UX6 Value Labs

Inspiring Designer



Jay Kaufman

Head of Design-Size and Fit, Zalando



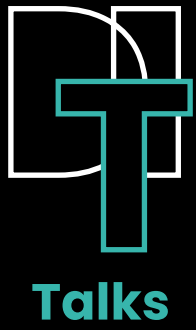
Becoming better, together."

Jay Kaufman

Jay Kaufmann talks about Professional development in Zalando. He explains how his team leverages data science to give customers meaningful size and fit advice by gathering accurate clothing data and building a trusted relationship with customers and their bodies.



[Connect with Jay](#)



Jay Kaufman

Sketchnote



[WATCH JAY'S TALK](#) 



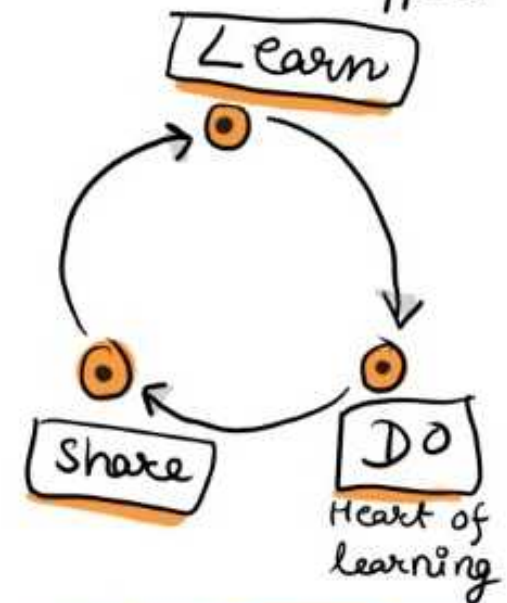
WHERE SHOULD I WORK

	ME	Company
Values	Personal values	Our Founding Mindset
Mission	Personal Mission	Starting Point for Fashion
Goals	Career Goals	Business Goals

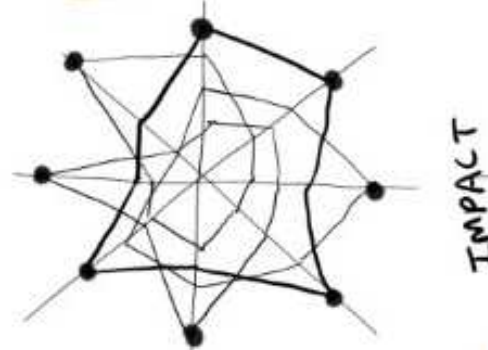


BECOME BETTER

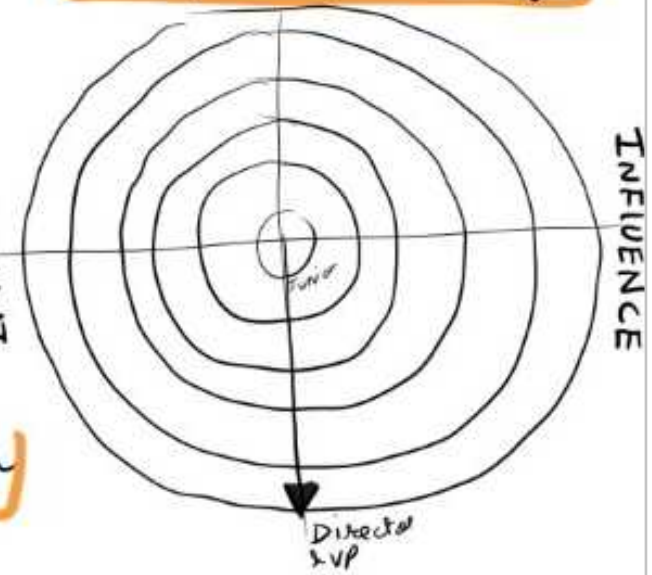
TOGETHER
AMAZING STORY OF GROWTH



SKILL SPIRES!



Scope of seniority



- GOAL
- Intentional
 - Aligned
 - Balanced

- Tejus Nagdev
UX G Value Labs

Inspiring Designer



Gabriel White

—
Founder- Small Surface



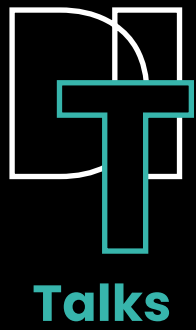
It's very clear that designers care about the world."

Gabriel White

Gabriel White talks about his journey as a designer and shares his experience applying human-centred design methods to help organizations affect meaningful change through design. He displays his design work for social impact, using his global perspective and on-the-ground experience to help mature organizations and startups improve education, healthcare, and financial services for low-income people across Africa, Asia, Latin America, and the Pacific.



[Connect with Gabriel](#)



Gabriel White

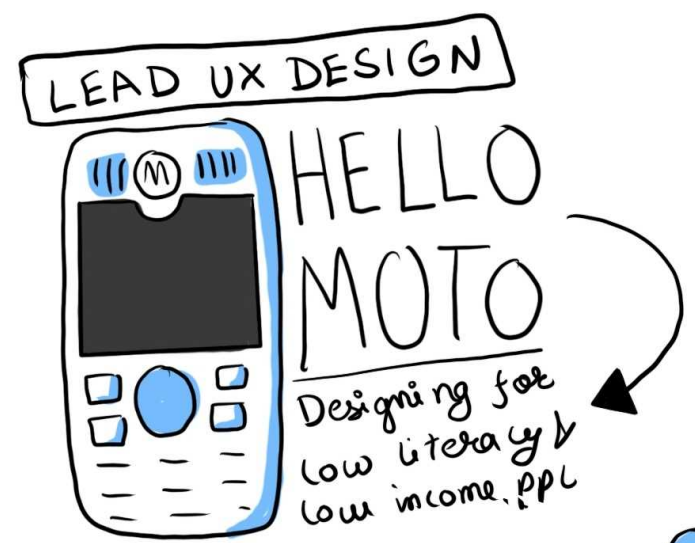
Sketchnote



[WATCH GABRIEL'S TALK](#) 



DESIGNERS WE CARE



TECH & DESIGN
to solve **SOCIAL PROBLEMS**

MEANINGFUL PROBLEMS

5 THINGS I'VE LEARNED

1 LITERALNESS

i) People's Ability to READ & WRITE



ii) TECH LITERACY



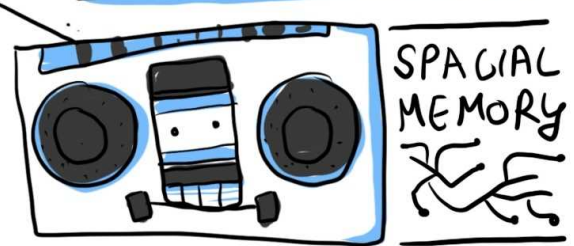
Example Motorola icons

2 FOCUS & CONFIDENCE

ASK USERS to do one thing at a time.

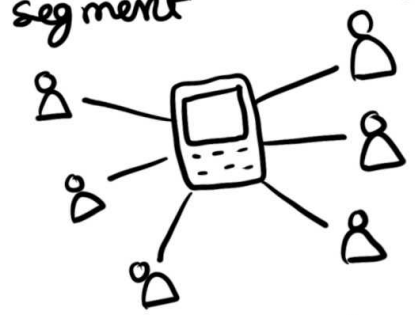
Having focus tasks help users to successfully interact with designs

3 Spatially & Linearity



4 SHARING

In lower literacy segment



Devices are shared among people

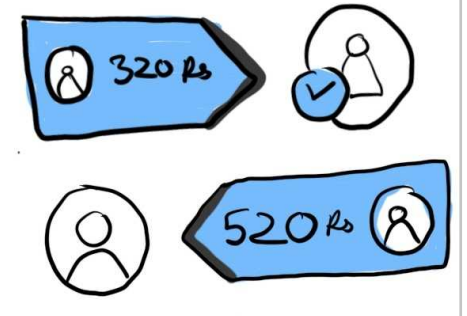
- PRIVACY
- Solving Complexity

5 LEARN By Doing

How to help people

- GIVING Confidence
- Teaching new concepts
- Giving them new skills

Transaction flow



- Tejus Nagdev Ux6 Value Labs

Inspiring Designer



Adeola Enigbokan

Environmental Psychologist,
Ethical Design Leadership



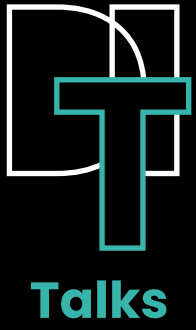
Most of us in everyday life, are not hero's."

Adeola Enigbokan

Adeola Enigbokan is an environmental psychologist. Adeola advises leaders and teams on the ethical design of urban housing, future workspaces and emerging technologies. She combines deep knowledge of human behavior and emotional intelligence, with a passion for how social and spatial systems work and how creative change happens.



[Connect with Adeola](#)



Adeola Enigbokan

Sketchnote



[WATCH ADEOLA'S TALK](#) 



TALKS

Environmental Psychologist, Ethical Design Leadership

HELLO!



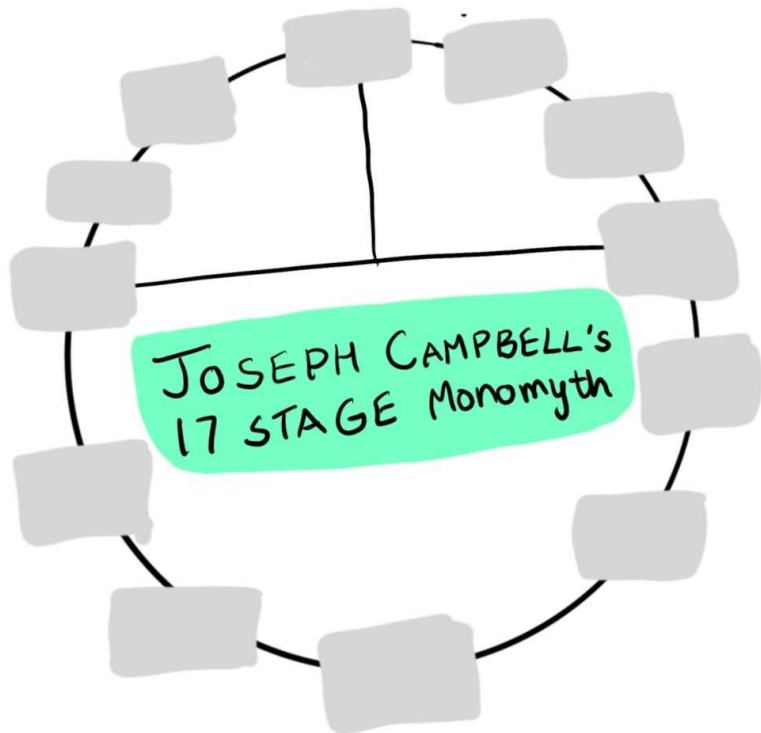
KAD & ADEOLA.E

DESIGN AS A FOOL'S JOURNEY.

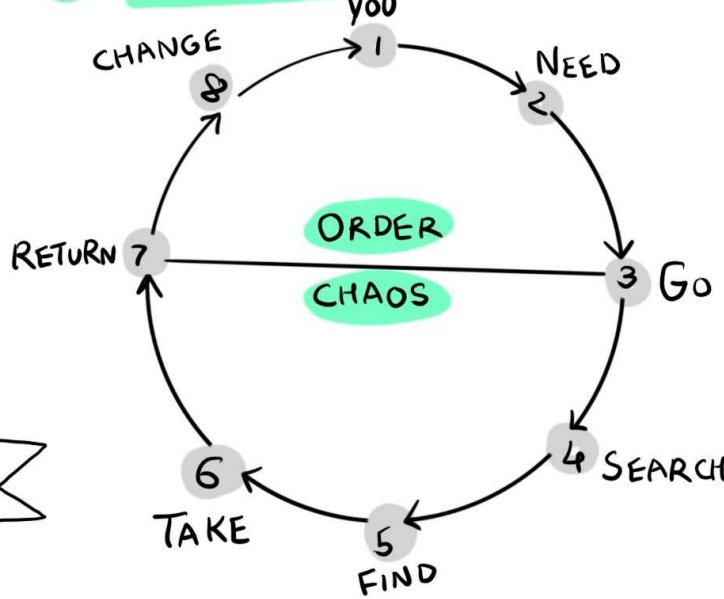
THE HERO'S JOURNEY

- 1) a "MONOMYTH"
- 2) a successful formula
- 3) a closed circle

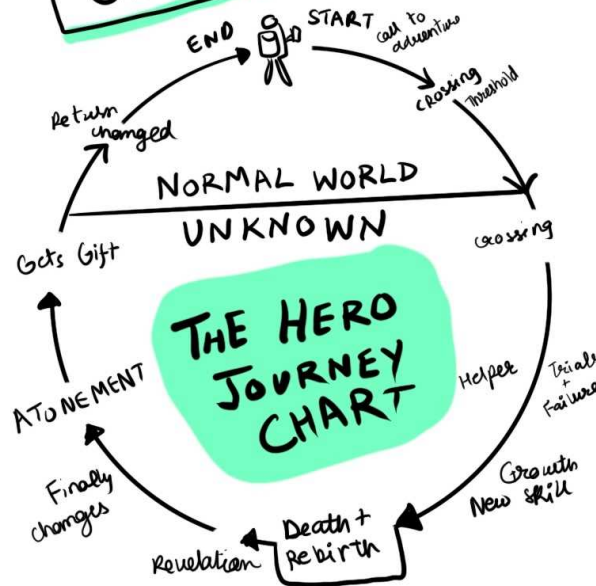
1 "MONOMYTH"



2 FORMULA



3 CLOSED CIRCLE



WHAT IF

Your Journey takes a different

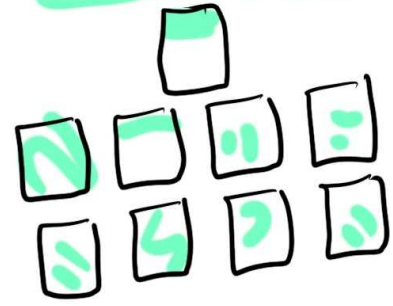
SHAPE?

THE "PROBLEM" WOMAN of colour in the workplace

"THE FOOL" Exits

- 1) by shape shifting
- 2) without beginning or end
- 3) Unexpectedly, outside of narrative.

The Fool's JOURNEY



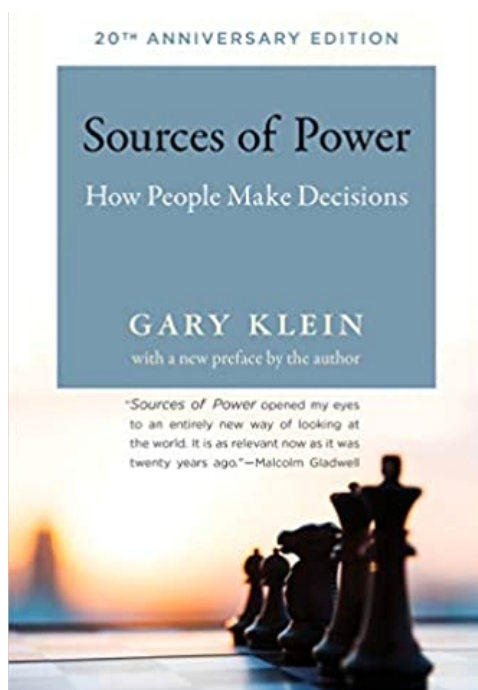
TAROT OF THE WORKING WOMAN

WHAT'S THE SHAPE OF YOUR OWN JOURNEY?

-Tejus Nagden ©
UX @ Value Labs

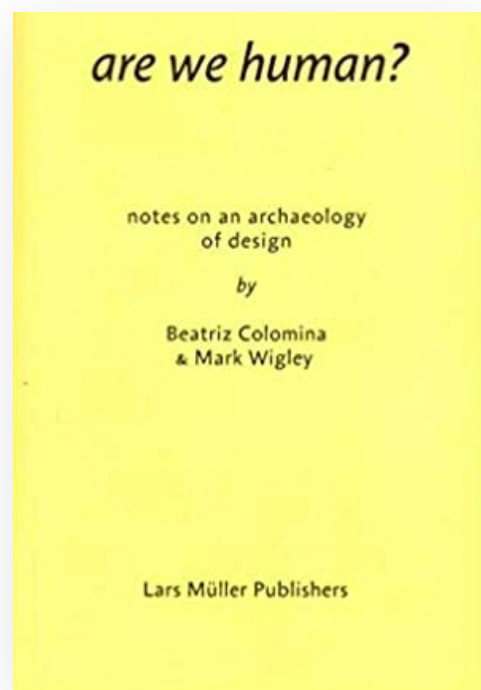
Inspiring Designer's Recommendations

BOOKS



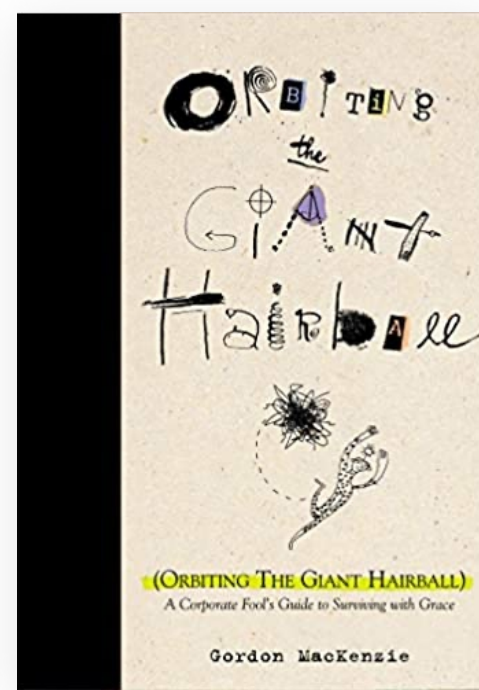
Sources of Power

[KNOW MORE](#)



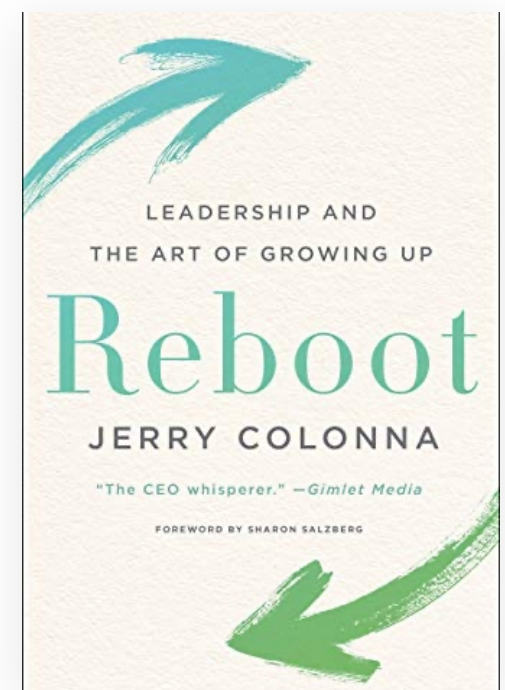
Are We Human?

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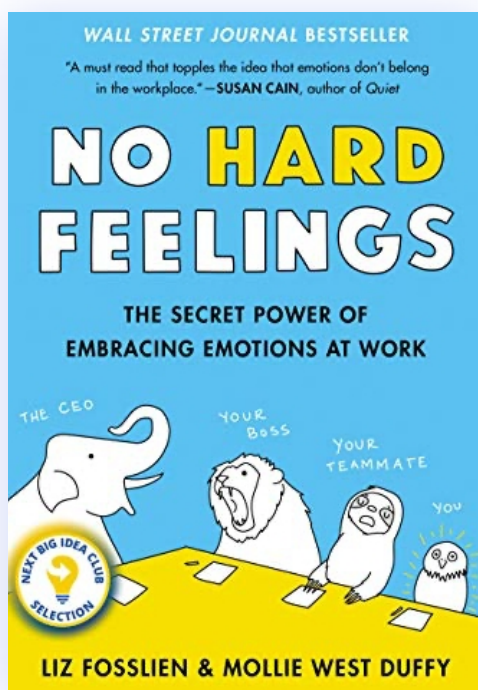
Orbiting the Giant Hairball

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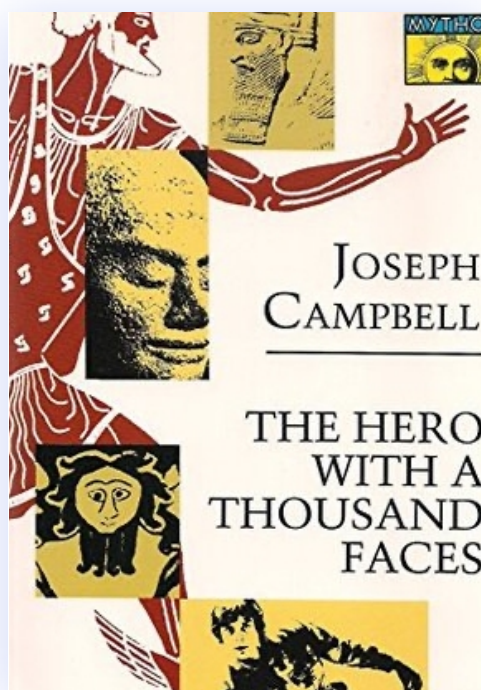
Reboot

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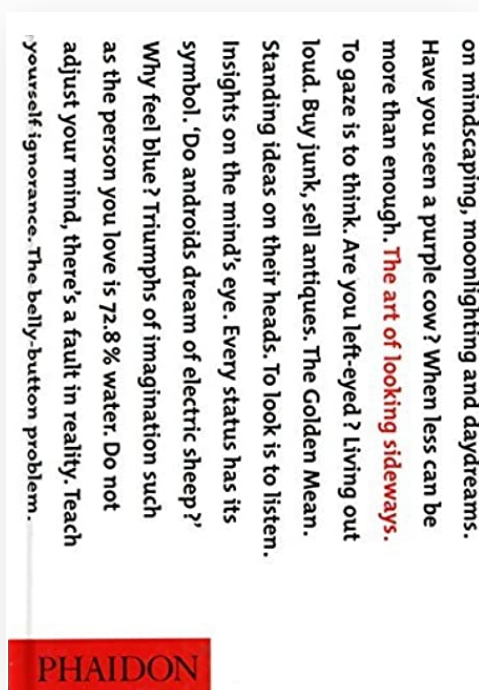
No Hard Feelings: The Secret Power of Emotions at Work

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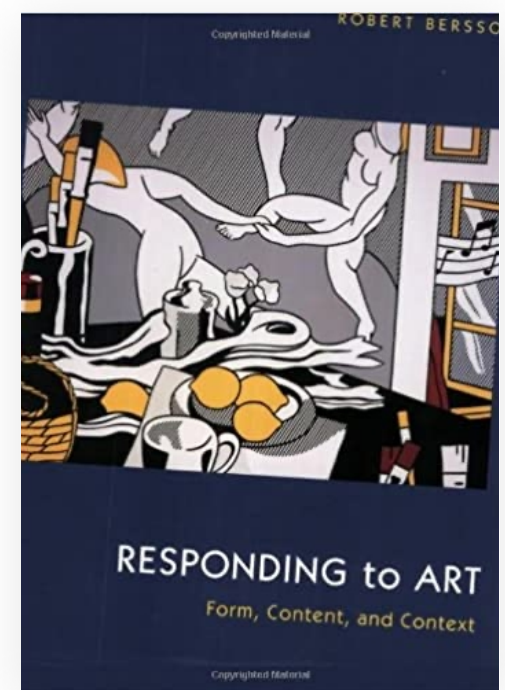
The Hero with a Thousand Faces

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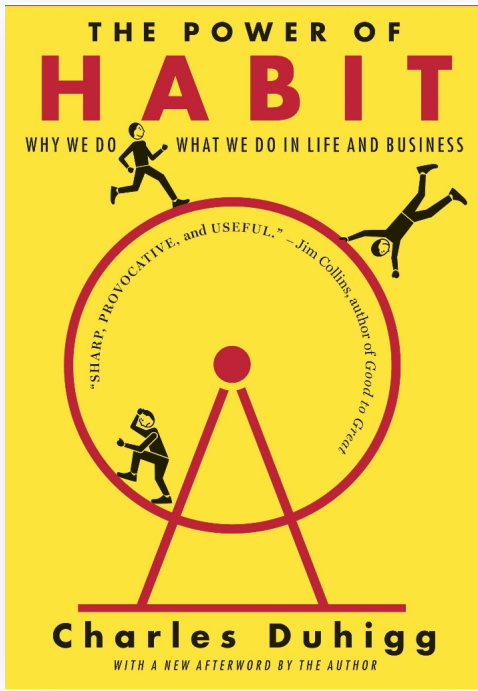
The Art of Looking Sideways

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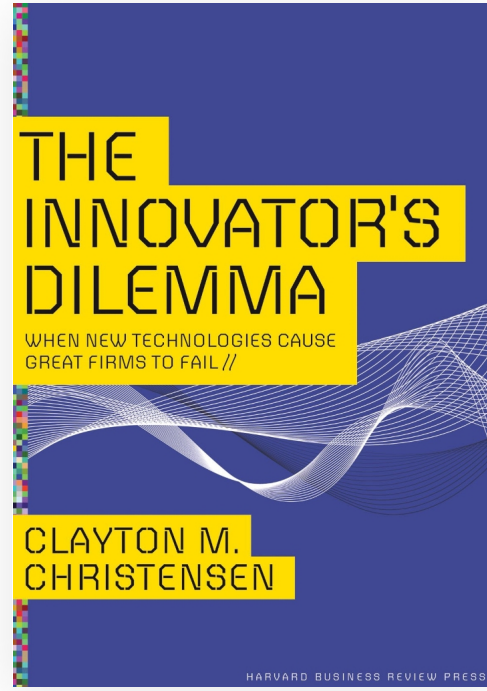
Responding to Art: Form, Content, and Context

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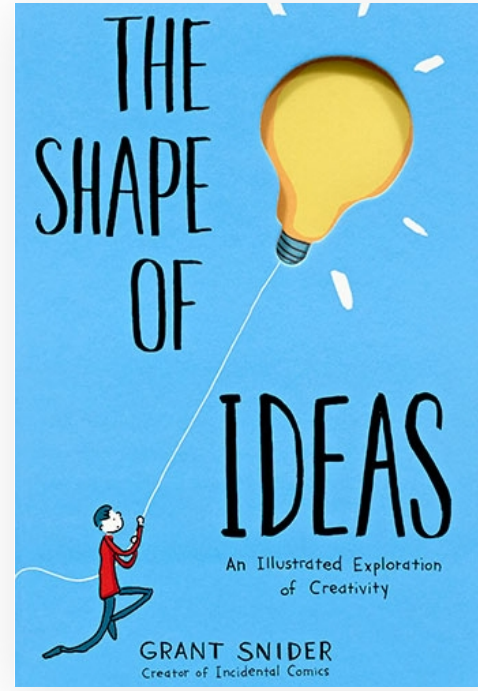
The Power of Habit

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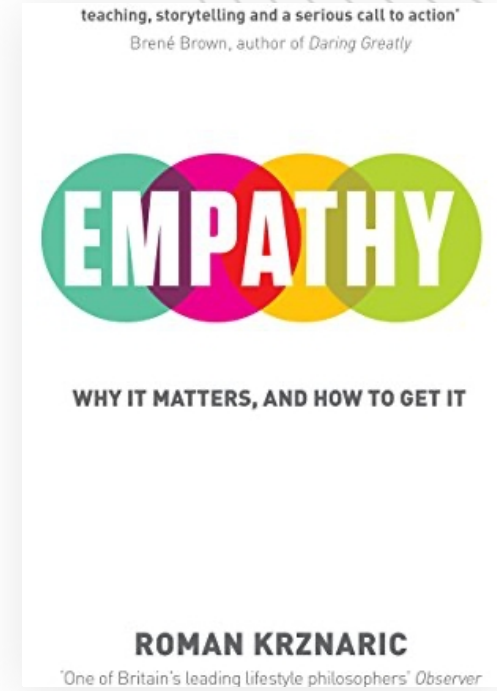
The Innovator's Dilemma

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The Shape of Ideas

[KNOW MORE](#)



Empathy

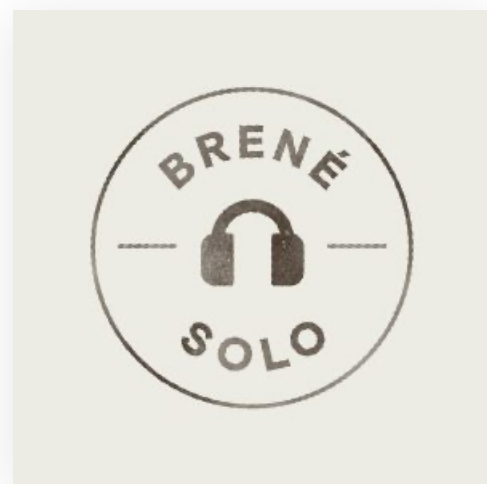
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PODCAST



20,000 Hertz

[KNOW MORE](#)



Podcasts by Brene Brown

[KNOW MORE](#)



NN/g UX Podcast

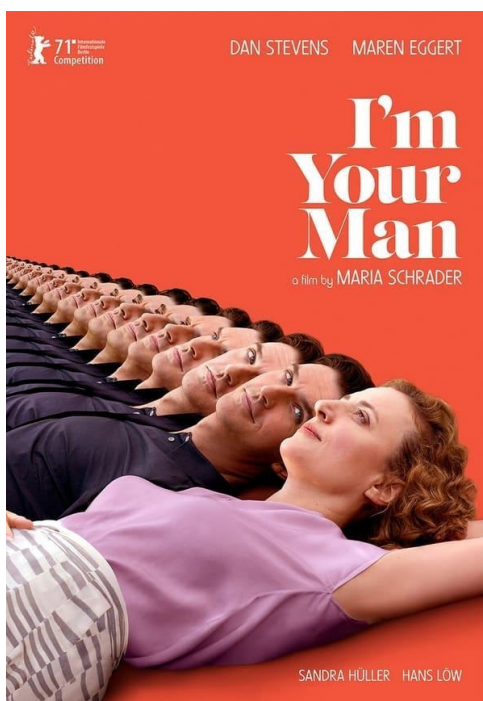
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Design Drives Podcast

[KNOW MORE](#)

MOVIES



I'm Your Man

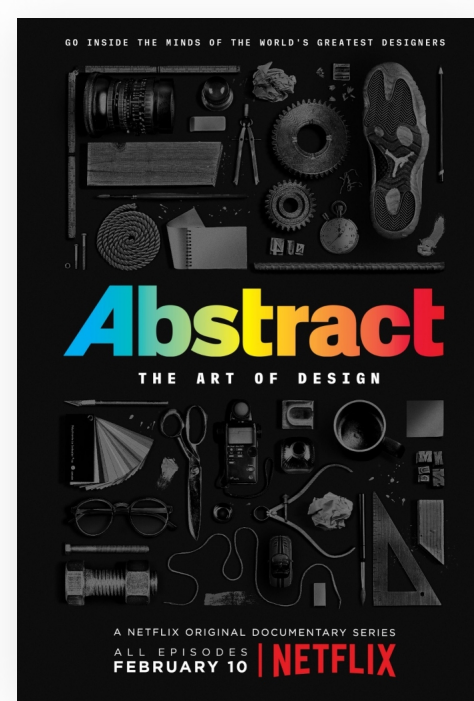
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Minari

[KNOW MORE](#)

WEB SERIES



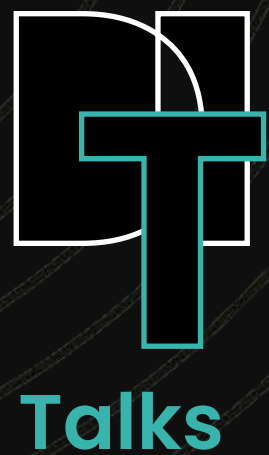
Abstract- The Art of Design

[KNOW MORE](#)



Blown away

[KNOW MORE](#)



**We call you to inspire
change by your words
and deeds.**

Be the agent of change.

Who Can Apply?

- Designers who are embarking on a journey to make the world a better place for all.
- Design activists and cross-disciplinary professionals
- Design practitioners
- Design entrepreneurs
- Architects, landscape designers & urban planners.
- Creative technologists
- Changemakers

[APPLY NOW](#) 

Apparentice



About Apprentice

- The DI Apprentice program is a free, fast-paced, 4 weeks intensive hands-on learning program that will provide experiential learning, UX certificate and can bag the students and design professionals a job offer in the ValueLabs design team.
- UX jobs are the most sought-after opportunities. UX is a multidisciplinary domain, and so it helps to absorb people from various disciplines.
- However, whenever freshers apply for a job, they are often met with a roadblock due to a lack of experience and a professional portfolio.

- Design Inspire (DI) Apprentice program is working towards closing this gap. We provide training to 15 individuals on our award-winning UX processes without any cost or fees.
- All one needs is a commitment to grow and learn.

The four weeks fast-paced program concluded with our 15 Apprentices and their respective facilitators doing a remarkable job!

[VISIT DI APPRENTICE](#) 



Apprenticeship 2021

2021 was the first year of Design Inspire Apprentice Program, which received an overwhelming response. A rigorous process of selection was followed, and 15 applicants were finalized after 3 rounds of screening and interviewing.

The 15 apprentices were grouped in 4 teams, each guided by 1 facilitator and 2 hours of master class by Kadambari everyday.

Design for Design Education

Design plays a vital role in economic development. Designers are needed to unlock the potential and create sustainable futures. Design education is a valuable asset. Based on these thoughts,

'Design for Design Education' was chosen as the theme for the Apprentice Program 2021.

The Apprentices worked in teams to identify relevant problems in the complete ecosystem of Design Education, framed their briefs and emerged with design solutions.



Nisha Mehta

M.Des, Apparel Design,
NID, Gandhinagar



Ria Francis

M.Des, Visual Design,
Indian Institute of Technology,
Hyderabad.



Ananya Arya

B.Des, Graphic Design,
NID, Ahmedabad



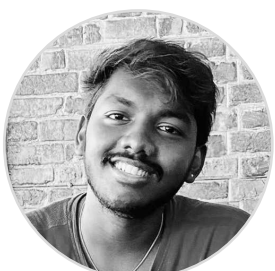
Sriya Kota

B.Des, Lifestyle Products
and Accessory Design
Jain University



Archana CS

IIT Hyderabad
(M.Des)



Goutham Madeti

B.Tech CSE & PG in UX
Strategies, Amity University,
Kolkata



Mothilal Loganathan

Product Designer,
NID, Ahmedabad



Vinoth Raja

Service Designer,
KONE, India



Aashish Joshi

Retail Experience
Designer



Muskan Bhateja

Freelance Textile
Designer



Monika Chandra

CMF Strategist & Trend
Researcher, Samsung Design,
Delhi



Tousif Rahaman

M.Des (Universal design),
NID, Bengaluru



Paran Phukan

Interaction Designer,
ValueLabs



Arantxa Bharatiya

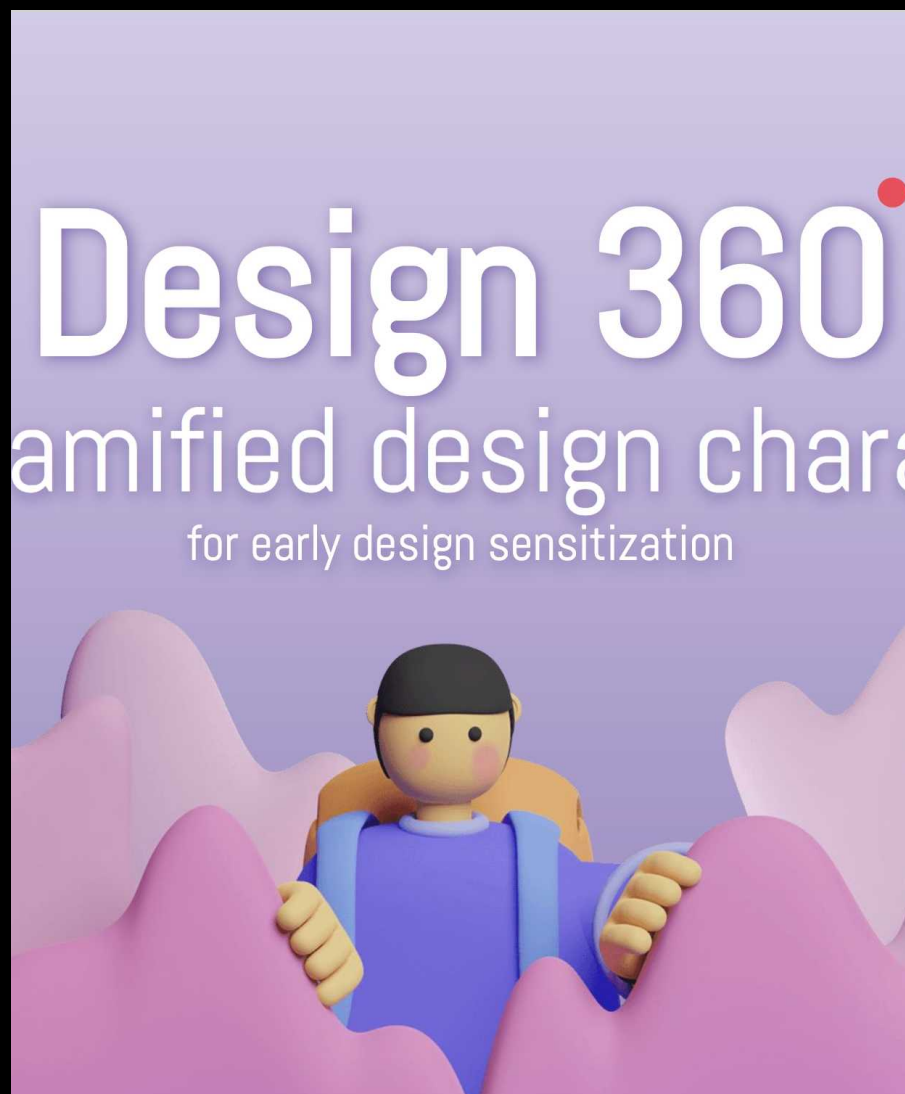
Instructional Designer,
Deloitte



Arun Vijai M

Experience Designer,
National Institute of Design

Apprentice Project 2021



Design 360

A gamified design charade

Project Brief

Design a platform to facilitate meaningful engagement and interaction with everyday objects at the school level for early design sensitisation.

Team

Cosmos

Facilitators

Kadambari Sahu | Pranshu Chaudhary

Team Members



Archana CS

IIT Hyderabad
(M.Des)



Monika Chandra

CMF Strategist & Trend
Researcher, Samsung Design,
Delhi



Muskan Bhateja

Freelance Textile
Designer



Tousif Rahaman

M.Des (Universal design),
NID, Bengaluru

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Defined Brief

How might we make a **career in design** a more **acceptable choice.**



To support our hypothesis, we sought out to collect more data through primary research.

Scenarios

Scenario 1:
school admin
pays for
subscription

Scenario 2:
School
onboards the
tool

Scenario 3:
student
generates
credentials for
using the
platform

**Scenario 4:
Completing
interactive
walkthroughs in
classes**

Scenario 5:
clearing doubt
& request to
change the
content

Scenario 6:
Teachers track
student
progress

Design360

SVSS school

Usha kp

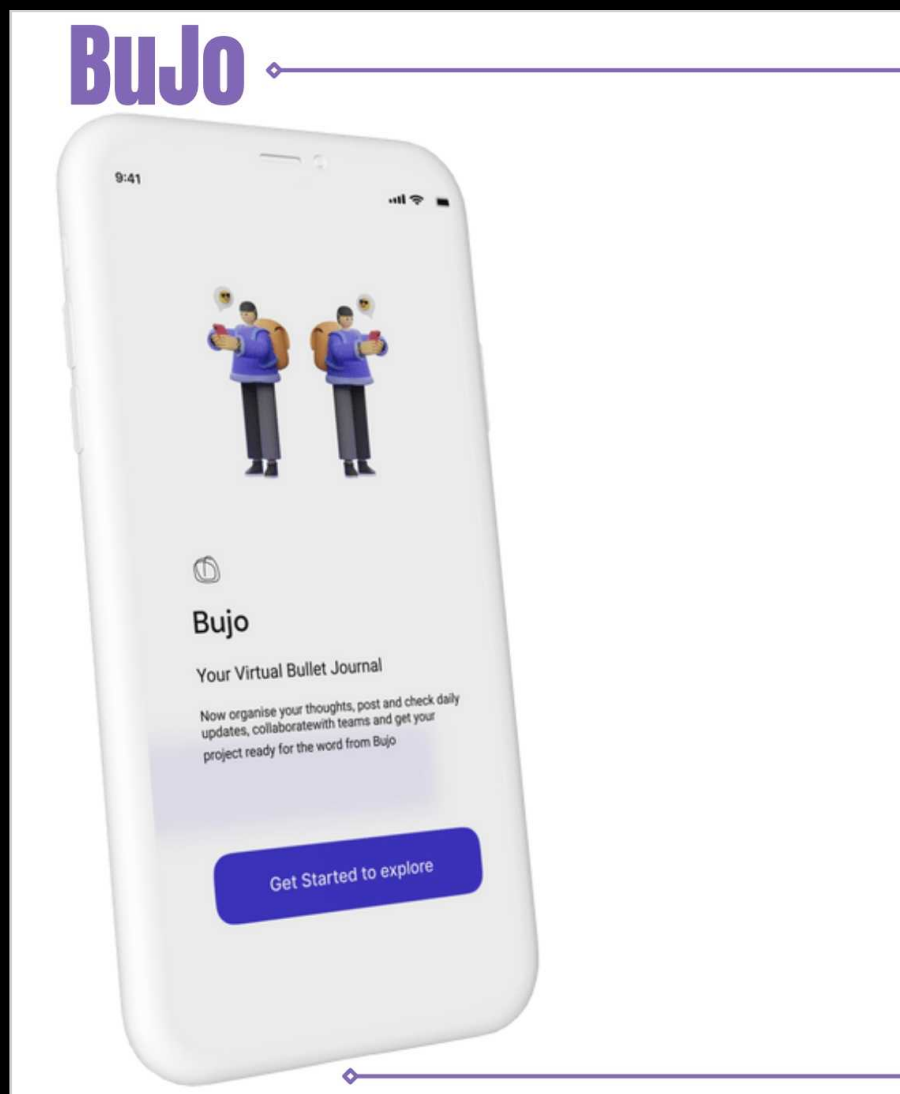
Prompt 1

Hello usha, this is the Eames chair. Can you guess the name of the designer?

Charles Eames

Next

Apprentice Project 2021



Bujo

Documentation made easy

Project Brief

Create an Online Platform for Design Students to document, share, view, discuss and be updated with ongoing work of their peers.

Team

Futura

Facilitators

Kadambari Sahu | Tejus Nagdev

Team Members



Nisha Mehta

M.Des, Apparel Design,
NID, Gandhinagar



Arun Vijai M

Designer



Ria Francis

M.Des, Visual Design,
Indian Institute of
Technology, Hyderabad.



Vinoth Raja

Service Designer,
KONE, India

[VIEW PROJECT](#) 

Design Brief

Intent For User
 Create an Online Platform for Design Students to document, share, view, discuss, and be updated with ongoing work of their peers Having Goal

Hypothetical Personas

Identifying Needs and Gaps



Jeni
 She is a design professional, working remotely. She has a constant need to stay updated with the fast paced fashion Industry



Sid
 He is a recently enrolled design student. He deals with so many subjects. Also, is lil anxious about how everyone in his class are working .



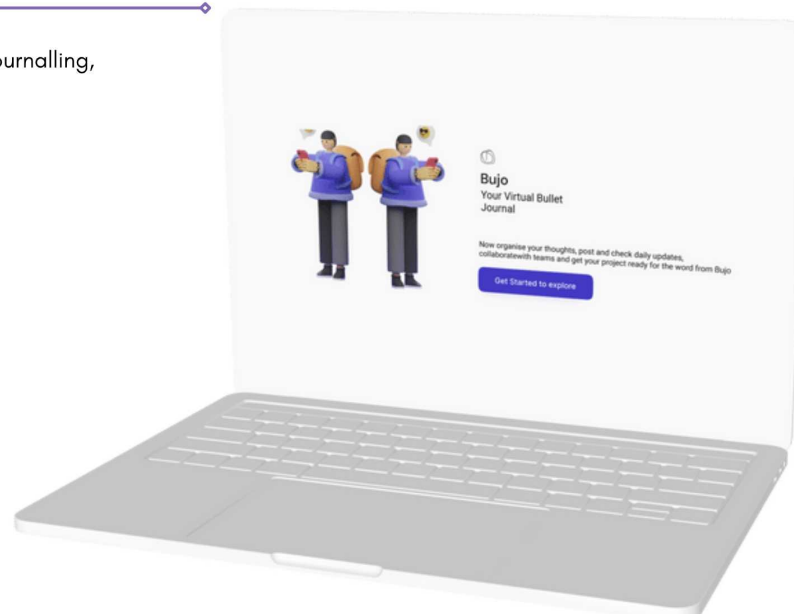
Abhay
 He is a third year Design student and had to go back home after pandemic hit us all. Now, he remotely connects with his friends and faculties. And finds it difficult to stay updated

BuJo



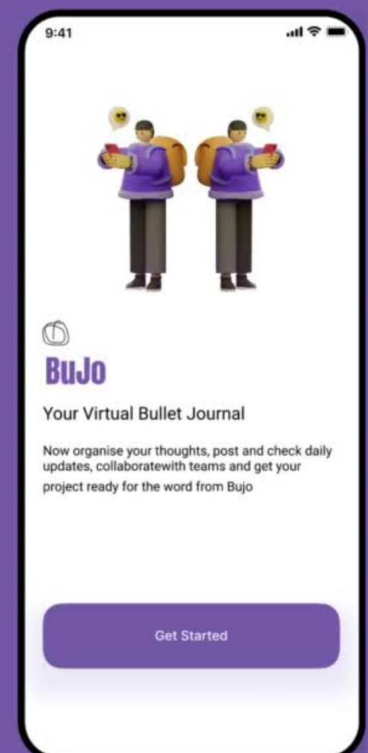
A Quick and Digital version of everyday bulletin journaling, with BuJo you can

- Record
- Collaborate
- Collate
- Document
- Publish

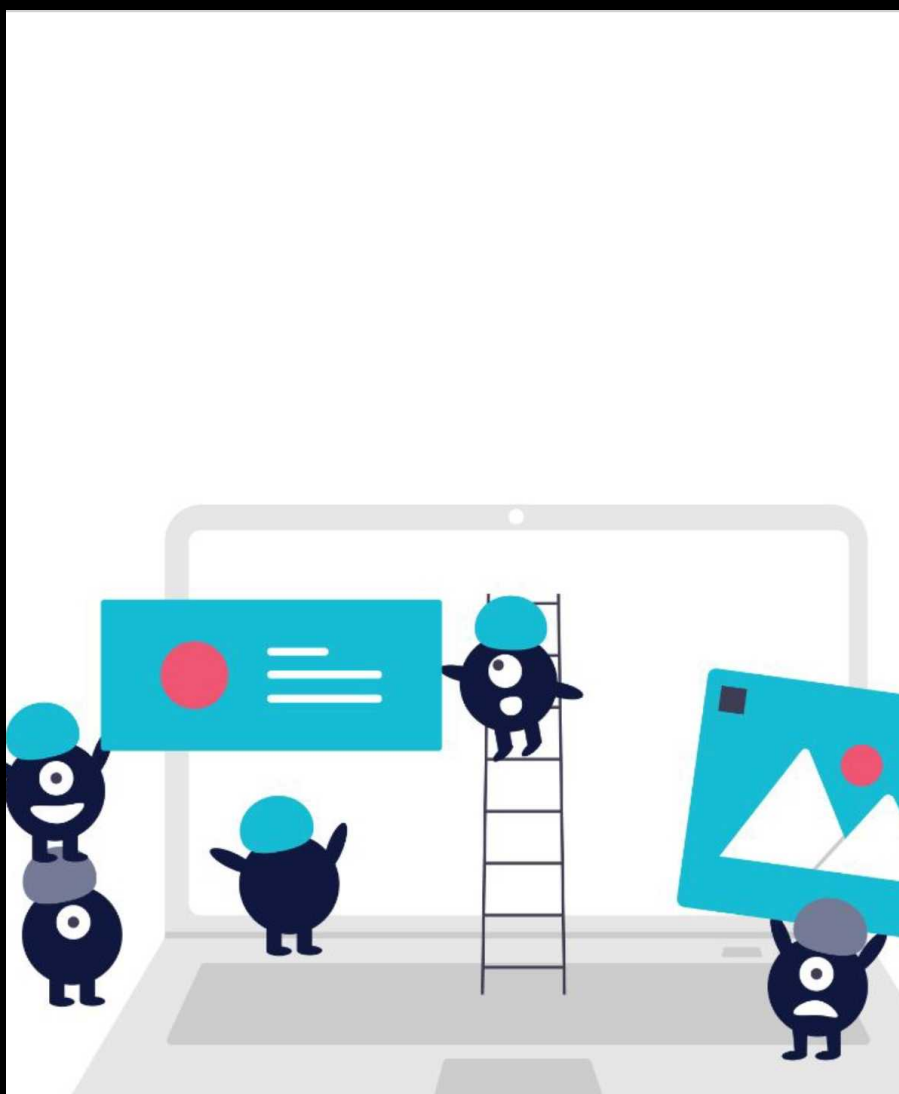


And Guess what!
 One Click Documentation of your Project.

Could Hoarding infomation get any easier?



Apprentice Project 2021



We.Char

Connect, Share & Explore design with Mentors

Project Brief

Create a platform to build a community of educators and mentors to enhance design learning.

Team

Stars Aligned

Facilitators

Kadambari Sahu | Prasanth Putchala |
Anuja Thanawala

Team Members



Arantxa Bharatiya

Instructional Designer,
Deloitte



Aashish Joshi

Retail Experience
Designer



Mothilal Loganathan

Product Designer,
NID, Ahmedabad



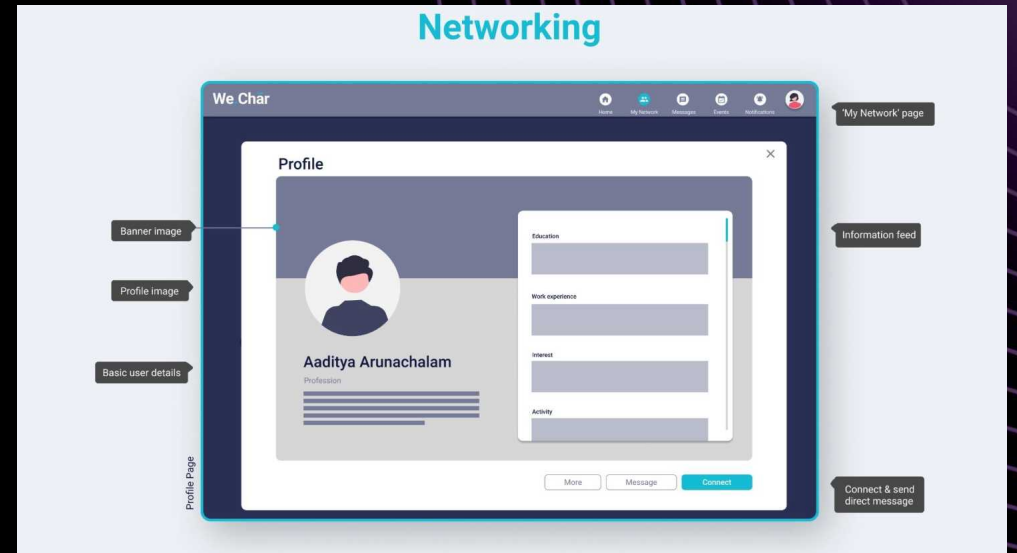
Sriya Kota

B.Des, Lifestyle Products
& Accessory Design
Jain University

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The Design Brief

“ Creating a platform to build a community of **educators and mentors** in order to **enhance design learning**. ”



Insights

No dedicated platform for the growth of mentors

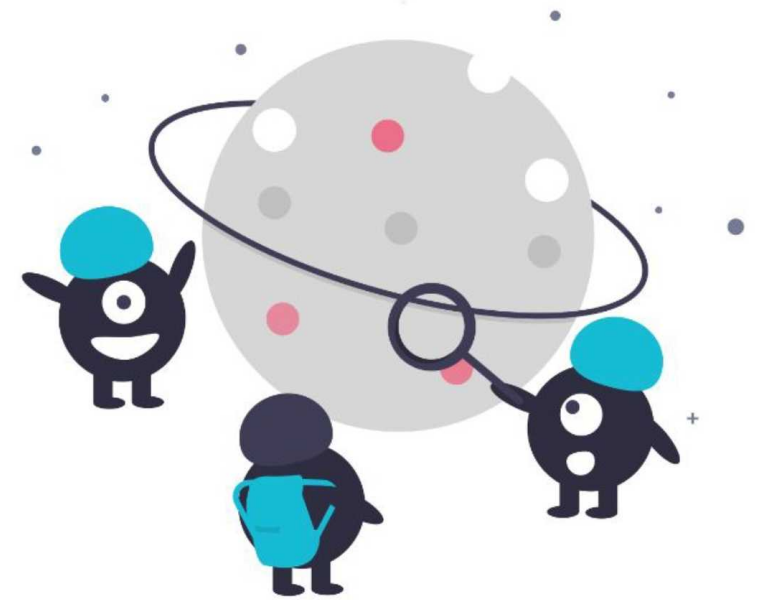
Design education & design industry not keeping pace with each other

Opportunities

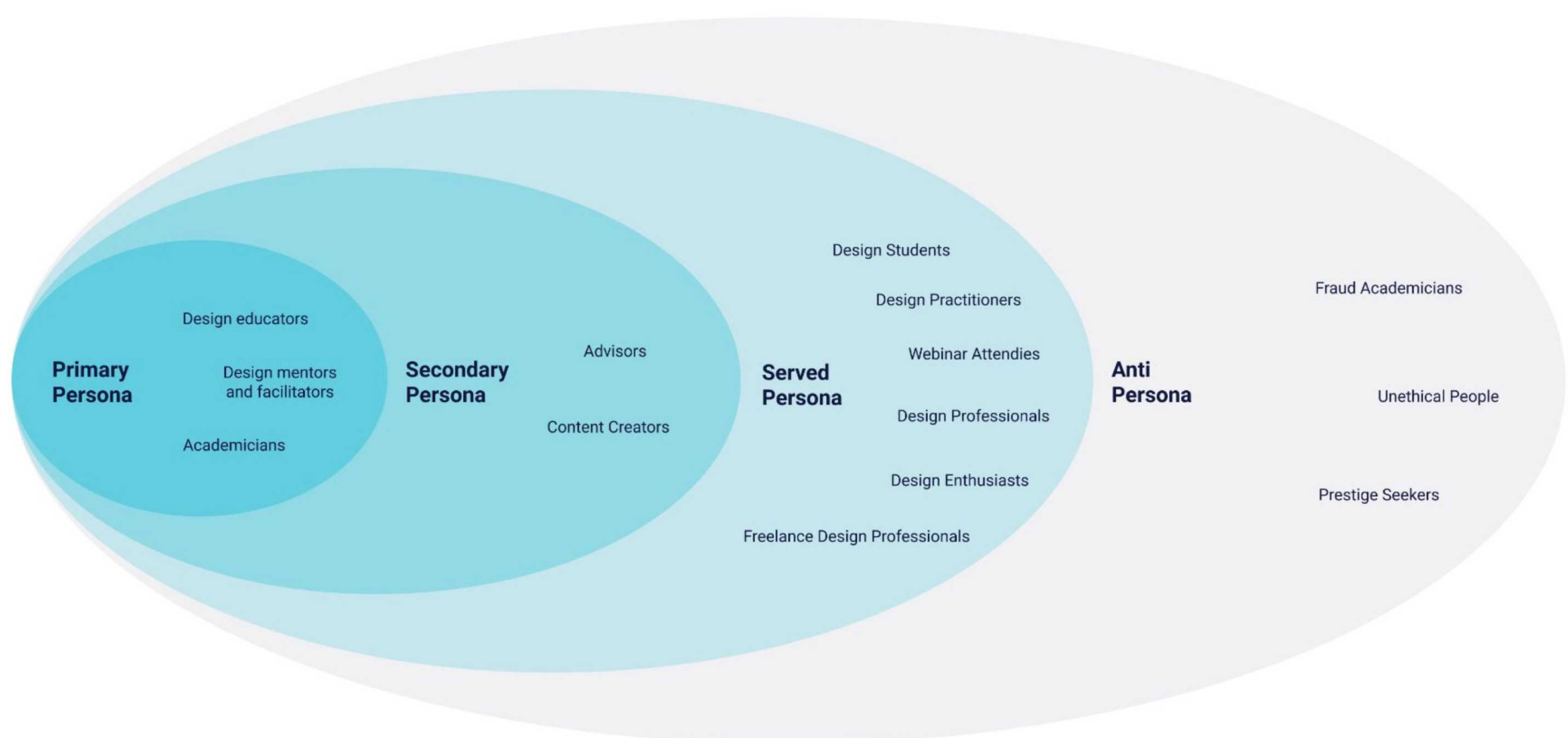
Feedback from critical thinkers

Network of design enthusiasts

Syncing design education and industry practices

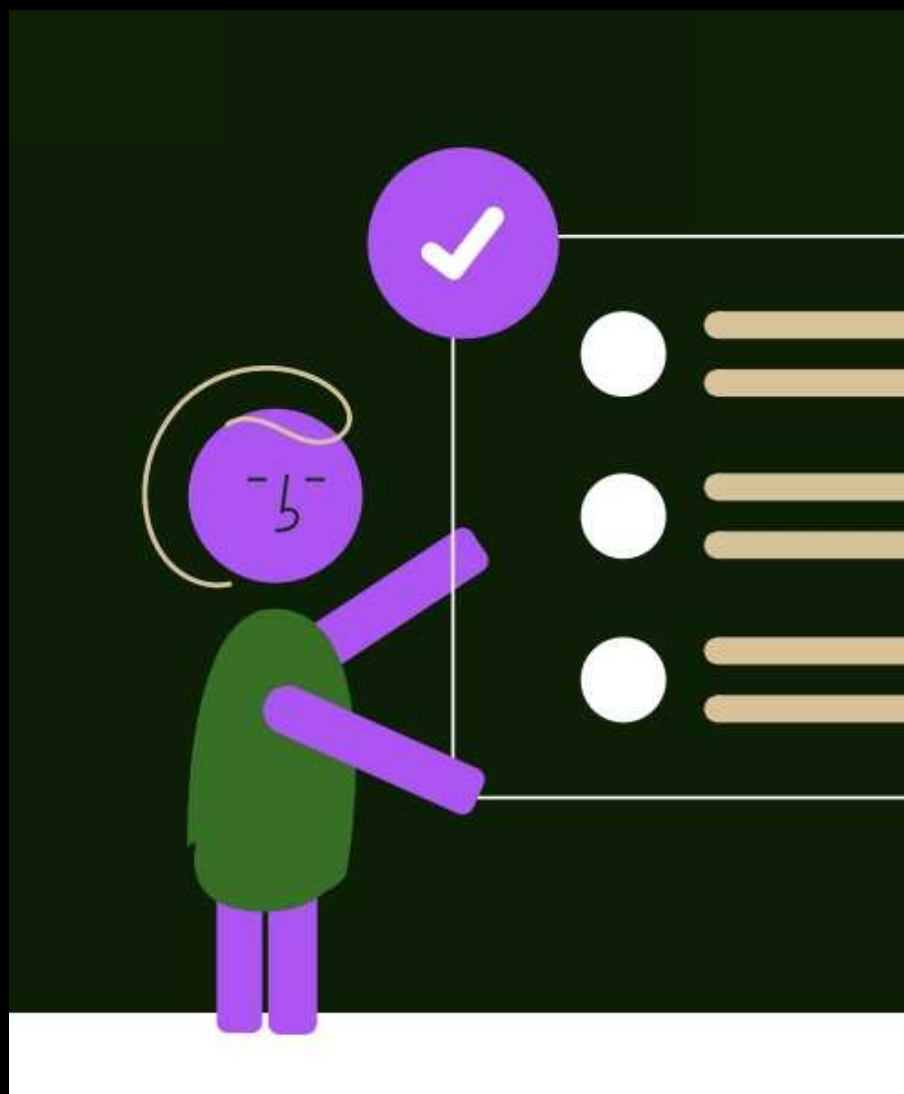


Stakeholders of We.Chār



Persona: Typical users whose goals & characteristics represent the needs of a larger group of users. Includes behavior patterns, goals, skills, attitudes & background information, as well as the environment in which a persona operates.

Apprentice Project 2021



DesCo

connect.collab.create

Project Brief:

To design an online platform that helps students of various design institutes to connect and collaborate to work on different projects of their interest.

Team:

Trinity

Facilitators:

Kadambari Sahu | Naga Vyas Kanugovi

Team Members



Paron Phukan

Interaction Designer,
ValueLabs



Goutham Madeti

B.Tech CSE & PG in UX Strategies,
Amity University, Kolkata

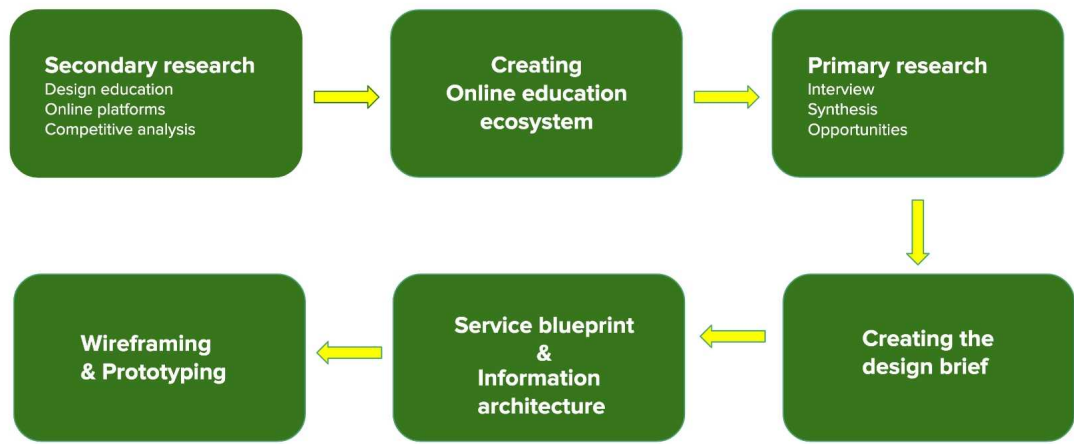


Ananya Arya

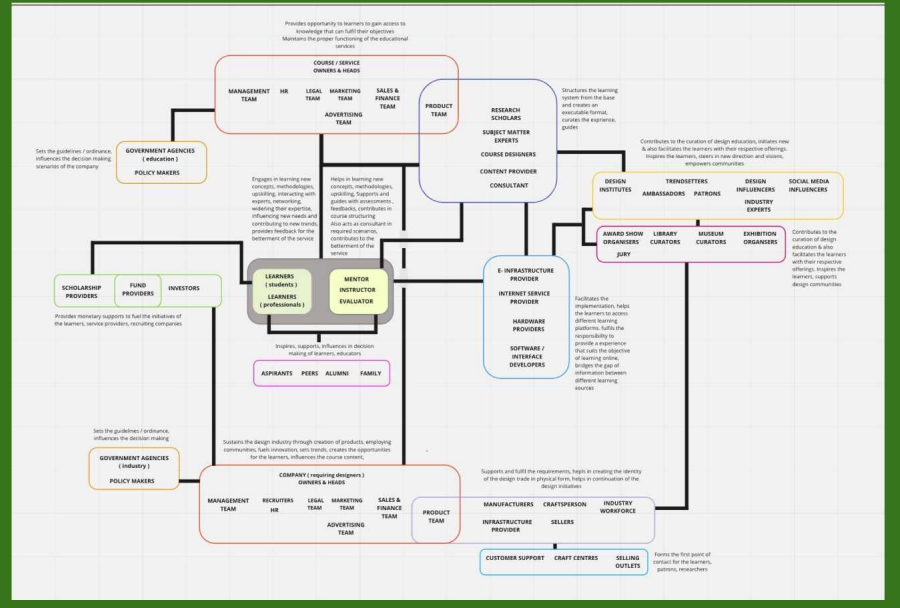
B.Des, Graphic Design,
NID, Ahmedabad

[VIEW PROJECT](#) 

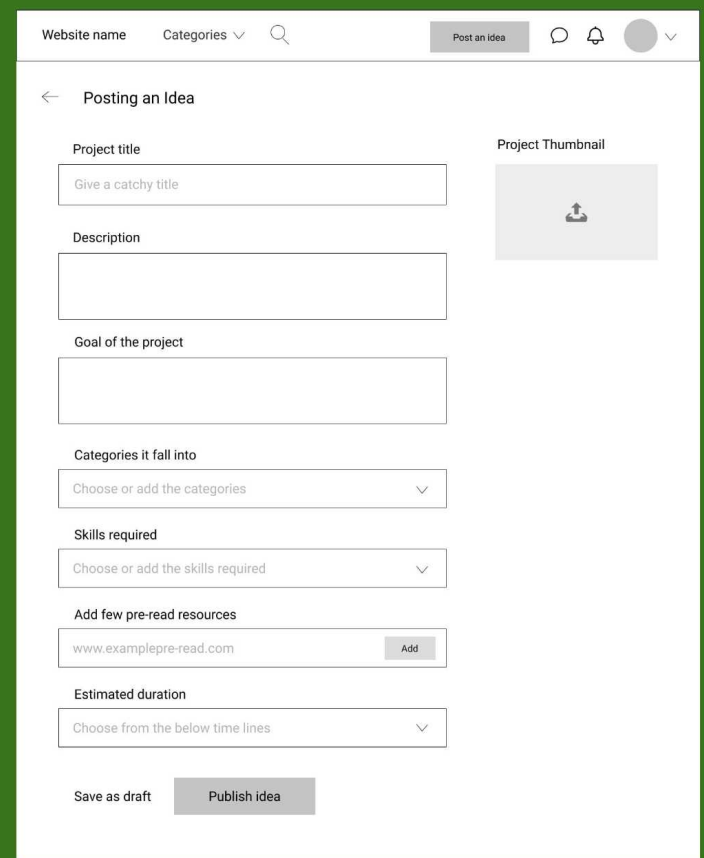
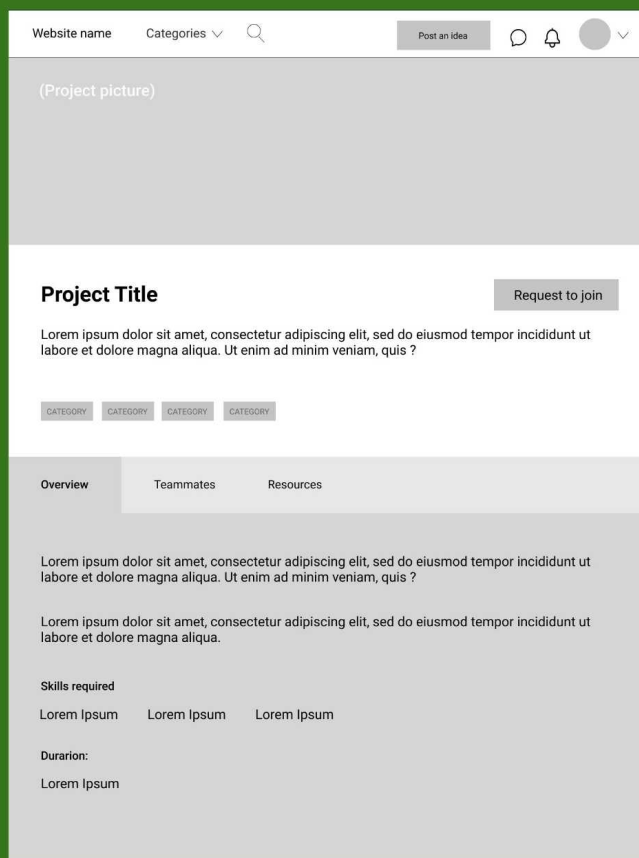
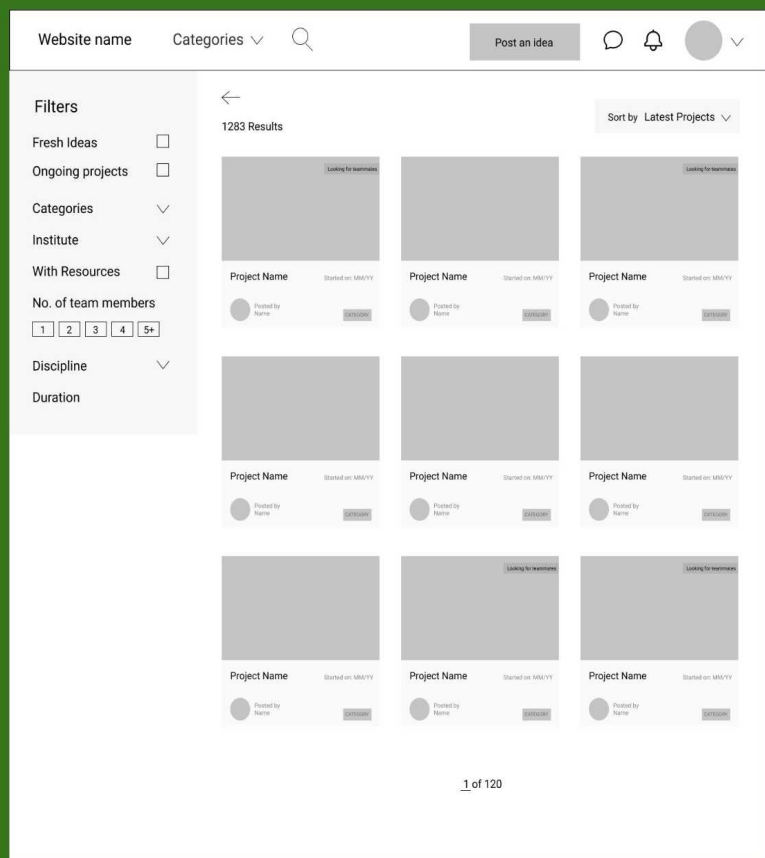
Process followed :



Online design education ecosystem



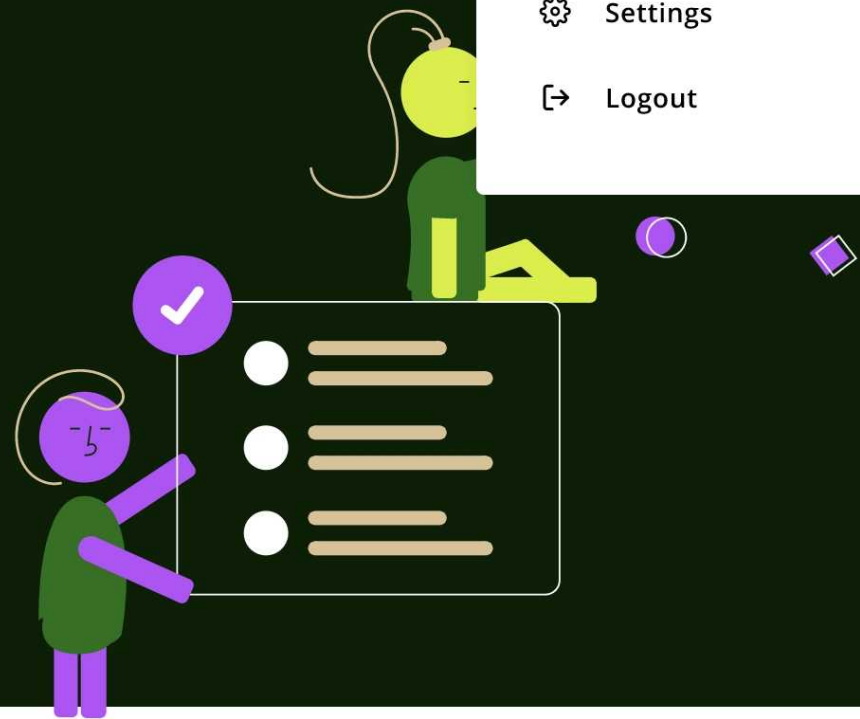
Wireframes



Connect • Collab • Create

Explore Projects Post an Idea

- My profile
- Projects dashboard
- Settings
- Logout



How it works

DI Apprentice 2021



Illustrated by :

Tejus Nagadev

Apprentice Experiences



Arun

"It was a rigorous UX learning experience, but also made friends for life."



Muskan

"I got an exposure to thorough UX process and also empowered to take project based decisions."



Sriya

"I learned working in ambiguity, and also got perspectives from others who come from different backgrounds."



Ananya

"There was a new learning everyday with constant support and feedback."



Aashish

"The whole program was well planned, holistic and gave an immersive experience."



Archana

"It taught me how not to templatize any design process and also the importance of inclusivity in design practice."



Ria

"The program gave me a good glimpse of UX industry and gave me a confidence to take it further in my projects."



Mothilal

"It was an eye-opening experience in understanding how it is working with a digital product."



Vinoth

"I wanted to know the UX methods and how industry works, this opportunity came at right time, right moment and especially with right set of people"



Tousif

"The essence for me were the focussed conversations with the mentors and learnings they shared from their projects."

**Get exposure to the
award winning
design practices and
immerse in
experiential learning**



You stand a chance to bag an offer in
the Design Team of ValueLabs on
successful completion of the
Apprentice Program.

[APPLY NOW](#) 

Designathon





About Designathon

DESIGNATHON is a 24-hour online hackathon for design students who will become the next generation of designers. It is an opportunity to compete against the best design students across the globe in a fast-paced environment and test their design thinking, management as well as collaboration skills.

The teams responded to 2021 year's challenge/brief :

It wasn't that the world was not affected by many mental and psychological health issues, but with the advent of the pandemic, these issues got amplified. At the same time, many lost their loved ones, jobs and appetite to stay happy. Others who did not directly face loss were affected by the zoom fatigue and uncertainty of life. Design has a pivotal role today. It is not just about creating a beautiful artefact but about creating a societal impact through various interventions.

The challenge seeks to identify one of such issues. It invites the creation of an intervention that can span across tangible to intangible in design, i.e. from product to services to anything.

Design a solution that can impact lives for the better in light of **the pandemic's effects on mental and psychological health.**

Designathon Jury Panel



Sandip Chauhan

Sr. Design Lead
Frog



Kadambari Sahu

Senior Vice President Design
ValueLabs

99

teams participated

275+

applications

Entries went through critical evaluation based on multiple criteria pivoting around the brief.

Congratulations

Designathon Winners

Team
Brainhurricane

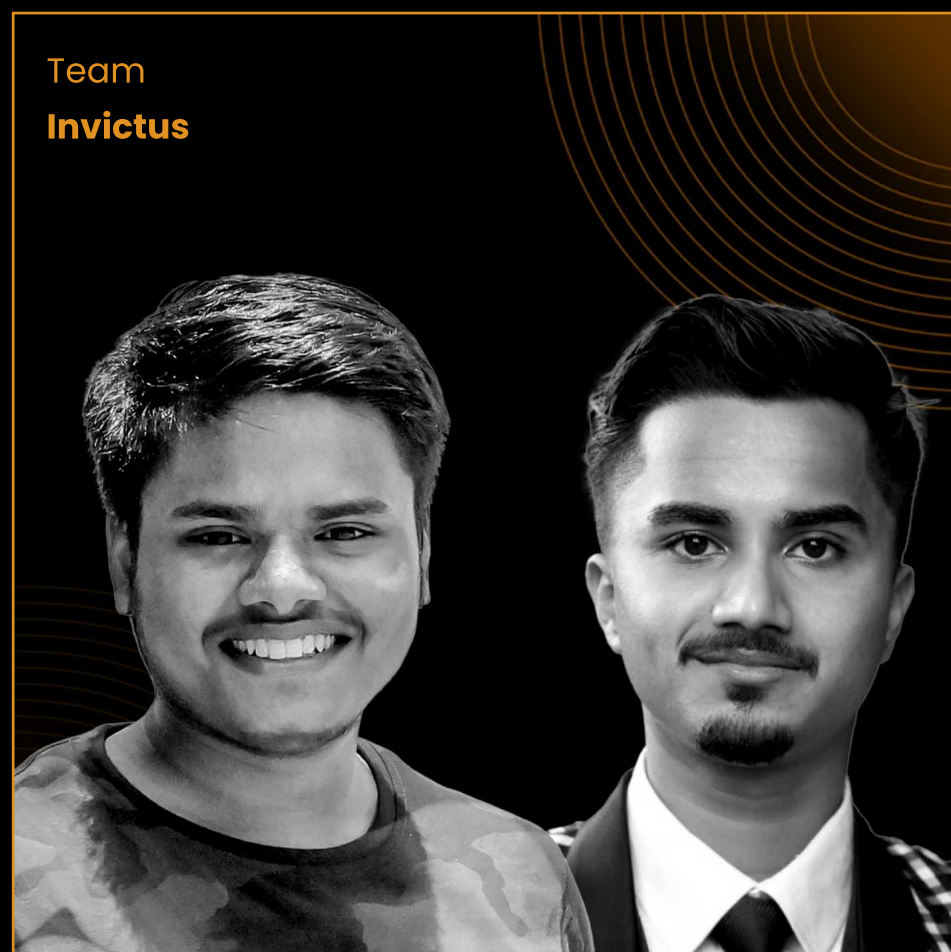


Runner Up Teams

Team
Ceiling



Team
Invictus



Designathon

Winning Project



Talk On – Mental Health of Kids

Project Brief

Design solutions to develop empathy and relationship building with parents and close ones among children.

Team

Brain Hurricane

Team Members



Gaurav Singh

M.Des,
NID, Bangalore



Shrishti Priya

M.Des,
NID, Bangalore



Himanshu Prasad

M.Des,
NID, Bangalore

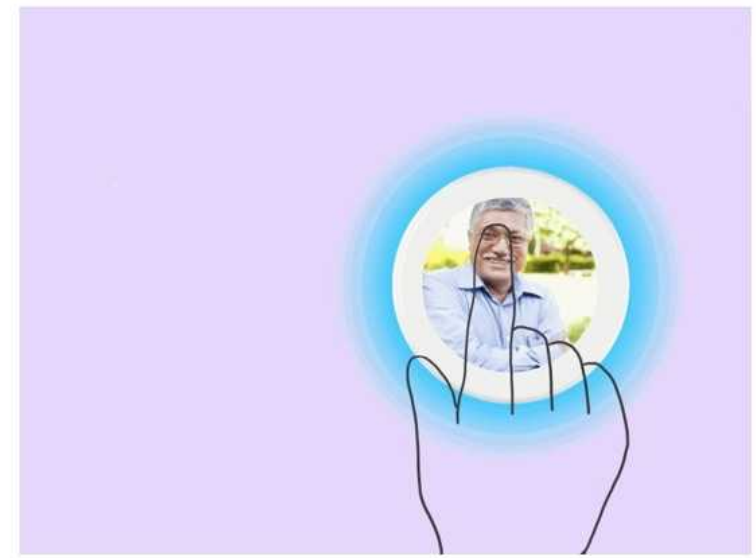
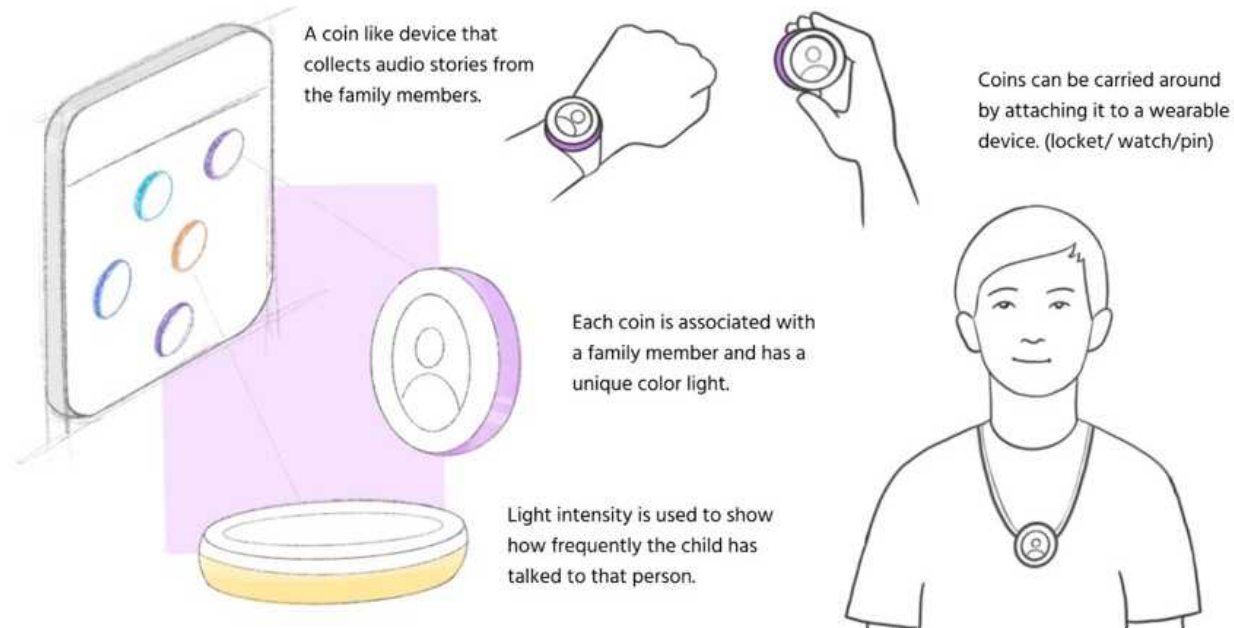


Babita Naagar

M.Des,
NID, Bangalore

[VIEW PROJECT](#) 

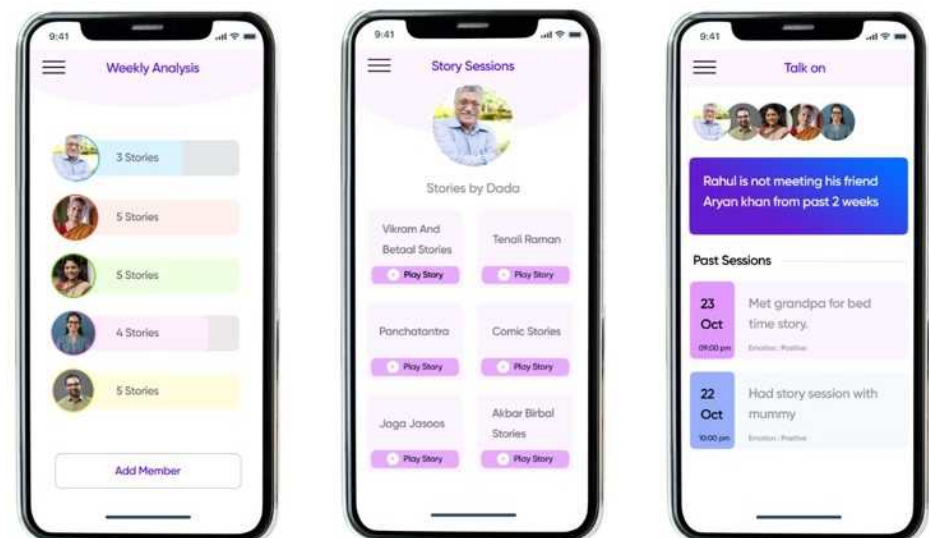
Selected Idea - Story collection



Later he can listen to story by tapping on the coin



Companion App for Parents



Weekly Analysis

Story Collection

Recorded Sessions

Final Product



Total no. of Stories

Coin associated to each family member.

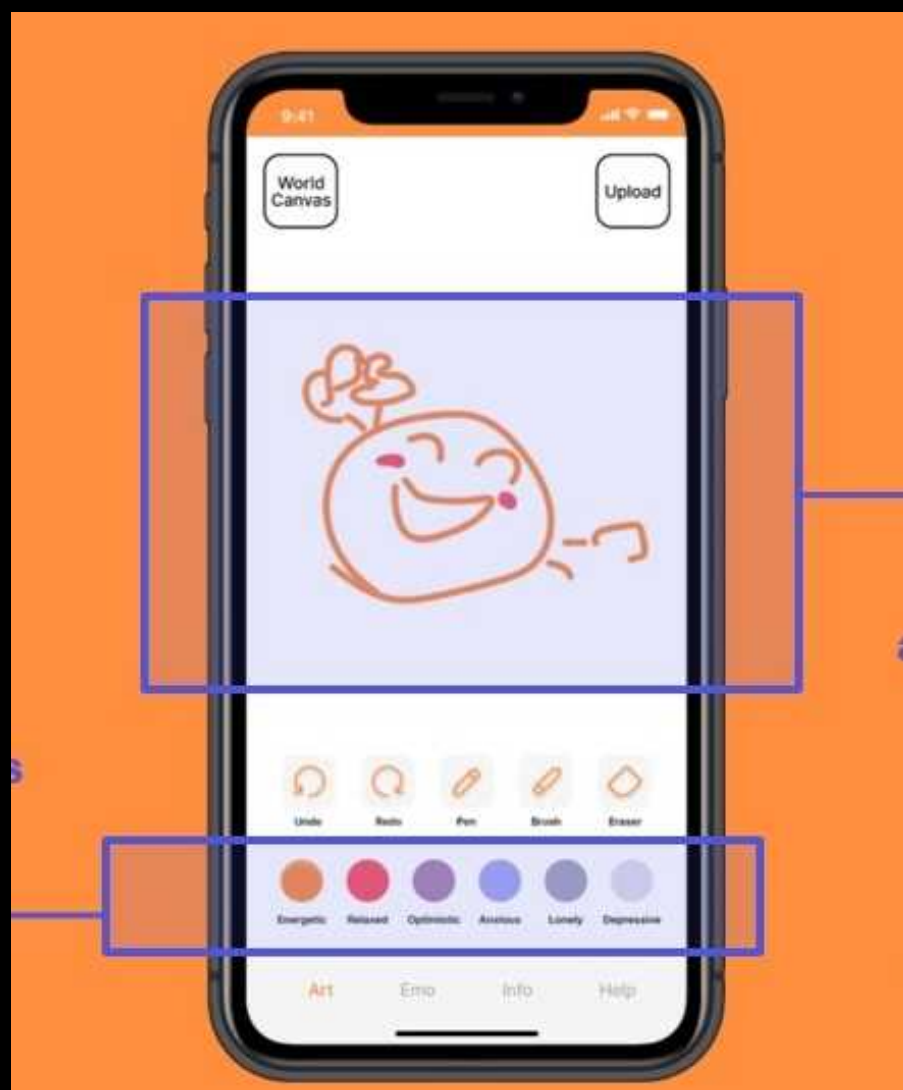
Audio feedback to show the maximum number of stories reached

Glow of the coin fades away if the interaction is not done for a long time



Designathon

Runner-up Project



Emovas

Project Brief

Design a platform that encourages International students to build a community and a tool to help them care for their emotions under situations of the pandemic.

Team

Ceiling

Team Members



Jiongtao Tu

Design Innovation & Service Design, Glasgow School of Art, Glasgow



Ximan Chen

Design Innovation & Service Design, Glasgow School of Art, Glasgow



Shizhe Sun

Design Innovation & Service Design, Glasgow School of Art, Glasgow

[VIEW PROJECT](#) 

Data Maps

Emotional Map
Positive/negative



Vaccination Rate



Mask Wearing Map



KEY FEATURES - EMOTION RECORDING



KEY FEATURES - ARTBOARD

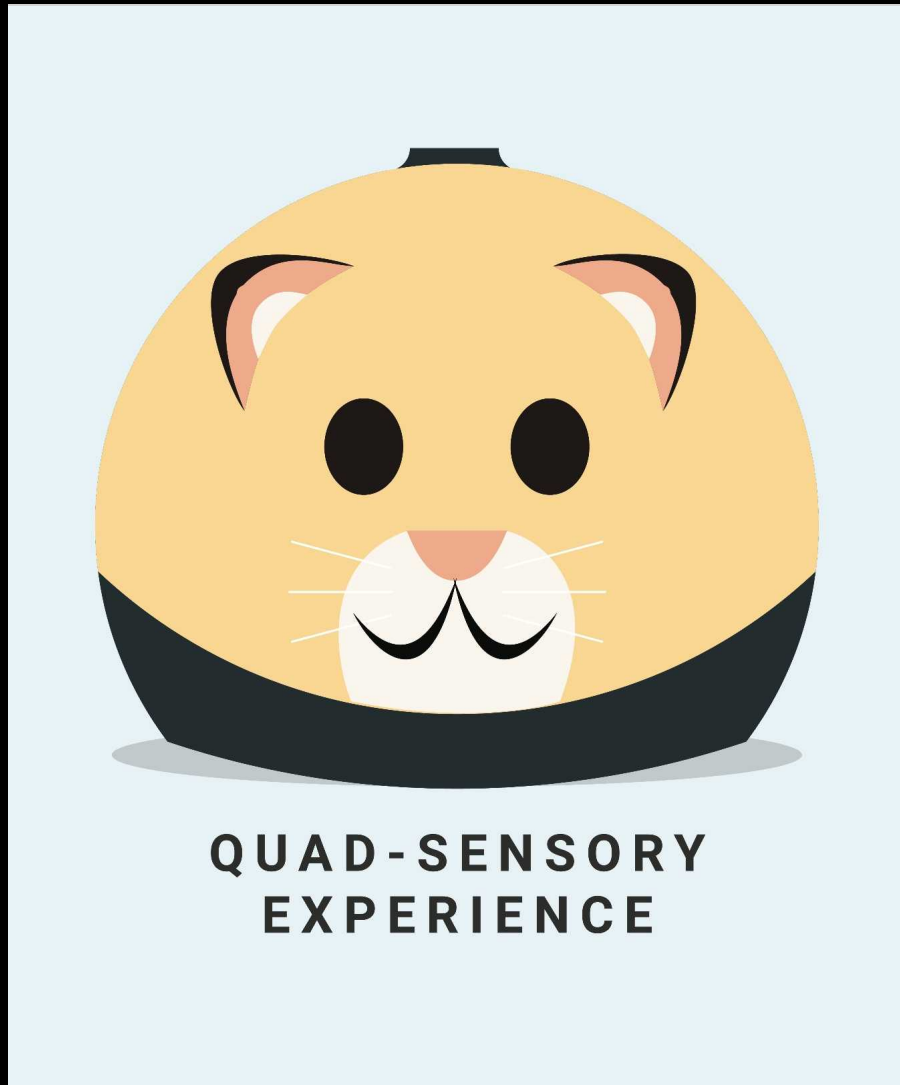


1. Sharing your works;
2. Communicating with others (by drawing/editing)

World Canvas

Designathon

Second runner-up Project



Poised

Project Brief

Design a platform to improve the micro-environment of Indian Work-from-Home professionals and study from home students to keep them mentally and psychologically healthy during and post Covid-19.

Team

Invictus

Team Members



Koushik Dutta

User Experience and
Interaction Design, UPES
University, Dehradun



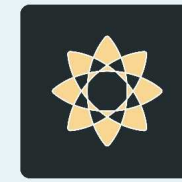
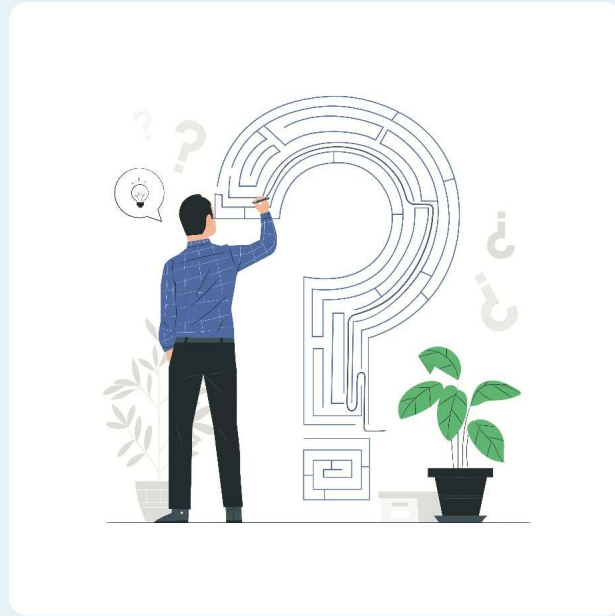
Aditya Rajput

UPES University, User
Experience and
Interaction Design, UPES
University, Dehradun

[VIEW PROJECT](#) 

Problem Statement

How might we improve the micro-environment of Indian Work-from-Home professionals & study from home students to keep them mentally & psychologically healthy during & post COVID-19?



Poised

Win your mental health back

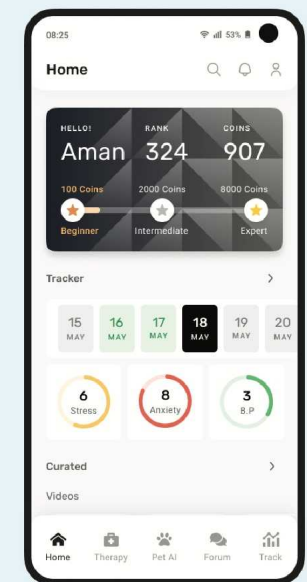
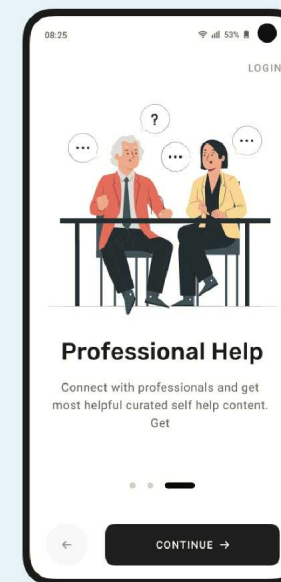
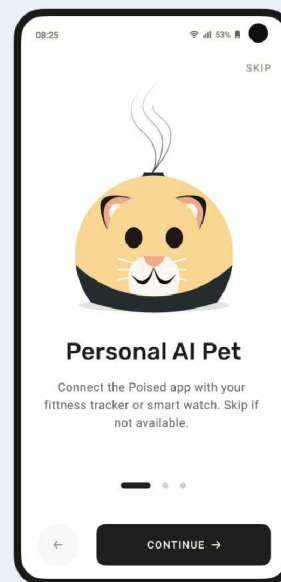
AI Pet & Soft Touch Fur



Haptic Actuator



According to National Center for Biotechnology Information, **pets at the workplace can have a positive influence on individual and collective well-being** of organizational members.



Designathon

Mini Challenge Winners

Mini Challenge 1

Create a photo story

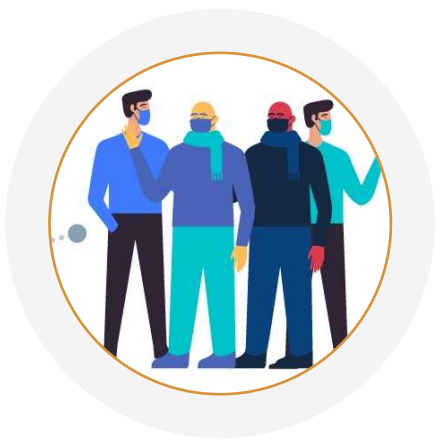


Team Elementary

[VIEW PROJECT](#) 

Mini Challenge 2

Team graphic quotation



Team D-Solved

[VIEW PROJECT](#) 

Mini Challenge 3

Create an avatar



Team Enabling Design

[VIEW PROJECT](#) 

Shortlisted Teams



361 Degree

[VIEW PROJECT](#) 

AstuteAcute

[VIEW PROJECT](#) 

BrainHurricane

[VIEW PROJECT](#) 

We could not find a cool name

[VIEW PROJECT](#) 

Vision Fission

[VIEW PROJECT](#) 

Team Empaths

[VIEW PROJECT](#) 

Elementary

[VIEW PROJECT](#) 

Quasar

[VIEW PROJECT](#) 

Ceiling

[VIEW PROJECT](#) 

Invictus

[VIEW PROJECT](#) 



Sponsor. Partner. Contribute.

Design Inspire is a mission driven platform to create just and equitable futures with Design education as its primary objective.

If you would like to sponsor, partner or contribute in any way please write to us at designinspire@valuelabs.com



DI Ambassadors

This program is a medium for pro-active design enthusiasts and creative dreamers to create a positive impact in the world by championing and spreading good Design practices. We believe Design and Design education has the potential to create just and equitable futures.

As a part of our broader aspiration, we want to engage talented individuals, who will become the DI Ambassadors to facilitate our aim of spreading design awareness and education and make it accessible to all irrespective of their backgrounds and geography. Design Inspire is changing the world for the better, one initiative at a time.

**Applications are now open for the
DI Ambassador Program 2022**

[APPLY NOW](#) 

Awards Won by DI

Awards & Recognition

Our design have been validated through number of international design awards bearing the testimony that our designs are world class and high quality

1
Award



ASIA PACIFIC
STEVIE® AWARDS

Gold Stevie Winner

Innovation in Education
Or Training Websites

11
Awards



Silver Award

Events
E- Learning
Educational Event
Microsite
Training / Knowledge Base
Best User Experience
Art & Design
Promotions
Event / Other
Home Page / Landing Page
Website /Other

5
Awards



Gold Winner

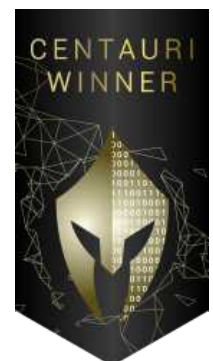
Virtual Event
Brand Identity
Education
Branding
Logos

2
Awards



Gold Winner

Educational /
Training, E-Learning



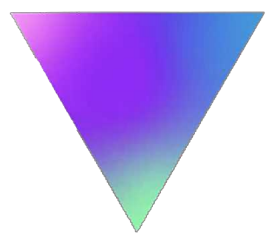
2
Awards



Bronze Winner

Microsite, Events



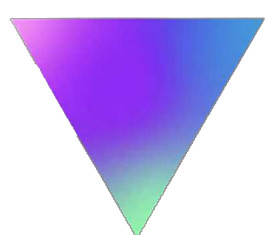


3 Awards

**INDIGO
DESIGN AWARD**

Bronze Award

Logo Design
Events
Education



4 Awards

**INDIGO
DESIGN AWARD**

Silver Award

Branding
Interaction Design
Website Design
Digital Design



LONDON INTERNATIONAL
CREATIVE COMPETITION

Shortlist

Illustrate (Graphic)



1 Award

Graphic Design



2 Awards

Honorable Mention

Branding & Key art
(Posters, covers, illustrations)

36

Awards won
and counting...





Team Behind Design Inspire

Design Inspire Platform is run by the User Experience Group of ValueLabs consisting of 40+ designers led by Kadambari Sahu SVP, Design. The collective experience of the various designers and issues identified were the basis of creating a platform to serve society & create equitable futures. The UX Group organizes and manages the entire operations with the help of ValueLabs infrastructure. It collaborates with Designers Worldwide to create content and host meaningful events.



About UXG, ValueLabs

The User Experience Group (UXG), led by Kadambari Sahu, is an award-winning team composed of young, dynamic, entrepreneurial and fun designers, from a diverse set of backgrounds. We are a bunch of 45+ enthusiastic designers from top design institutes in the world who come together to apply design strategically, to solve business problems and make organizations pursue perfection. Incepted in June 2018, the team is always eager to improve, innovate, and learn more with every interaction. UXG ensures that design is at the forefront of all the work that ValueLabs does. It has opened new opportunities and areas to explore for ValueLabs, leading projects in a progressive design-driven way. UXG gives a lot of emphases to ethically responsible design, diversity and inclusion which is their modus operandi.

The growth of the team and their business acceptance have been quite phenomenal. This has made ValueLabs align its priorities on Design-driven transformational strategies, making it one of the most innovative tech partners for its client base.



Kadambari Sahu

SVP Design, ValueLabs

Kadambari is an International multi-award-winning Designer and a Design Leader, working as SVP design at ValueLabs. She founded the User Experience Group at ValueLabs and is currently leading 50+ designers to create world-class and award-winning products and services to have a positive impact on businesses and society.

Her forte lies in building, growing, coaching, and mentoring high-performance design teams from scratch. She creates a design culture by infusing design thinking within organizations and businesses to create a holistic strategy and customer experience.

Her practice in design allows her to work on intangible and tangible aspects of design breaking the boundaries between physical, digital, and service design and creating a seamless experience across media, devices, touchpoints, cultures, and geographies. She has worked for clients across geographies spanning, North America, Europe, Australia, and Asia.

She has won many awards for her work and leadership. The latest includes Creative Executive of the year—Stevie IBA 2021, Good Design Award, Communication Arts, Red Dot awards, German Design Awards, and many others. She has been part of many national and international fellowships and grants such as BMW Doathon, VR storytelling guild, etc.

She is an international speaker on design and has given talks in many design conferences such as Interaction 20, Interaction 18— organized by IxDA, UXIndia, and many others. She is a co-chair of Interaction Awards 2022 by IxDA. She is the founder and host of Design Inspire Platform.

She is also the founder of Sniffing out the Differences collective, which started with the grant received from the Prince Claus Fund and the British Council to explore storytelling through multi-sensory installation with a focus on smell interactions. It is currently a think tank that pursues rigorous research in the olfactory and allied fields focusing on experience design.

She is an alumna of the National Institute of Design, India, where she did her Post-graduation in New Media Design, which has led her to examine the impact that technologies have on human interactions and culture.

She has been curious about the role of design in everyday life and the ways in which human interactions can be mediated, shaped, enhanced, or augmented by technologies.



We are Hiring!

We are looking for motivated and talented designers to join our internationally acclaimed and multi-award-winning team. If you would like to join our tribe that thrives by working together, send us your CV and portfolio at hiring.uxg@valuelabs.com

We are accepting applications for designers across various positions. You can find more details about the positions [here](#)

Why to join UXG?

We are a team of smart, vibrant people from diverse thought processes and disciplines working on a variety of projects that span across different geographies, domains and disciplines making it a **multi-disciplinary experience studio**. We celebrate and **value individuality** and love what each person brings to the table.

Embark on a journey of doing new things every day with a **community of pro-learners and innovators**. A team that is willing to create by pushing the boundaries and creating better futures for everyone. Be a part of the team with the most mature design process in practice and create inclusive futures by **working on impactful projects**.

We believe in the **practice of meritocracy and cherish autonomy**, entrepreneurial mindset and an ownership led approach to everything we do. Your success here will be defined by your talent and not by your age, gender and number of years of experience.

We strongly support and try to **imbibe diversity, equity and inclusion**. It is at the core of all our work and daily interactions.

Being a young team, we have a vibrant and fast adapting culture who loves to **follow their passions**.

We are a candid team which loves to give and receive honest feedback respectfully. Make the most out of one-on-one reviews, critique and feedback from peers for **learning and growth**.

Work collaboratively to design and host Design Inspire – our self-initiated platform for designers across global communities, to advance their knowledge of design beyond just its craft. Host the annual global conference which **sparks collaboration** and innovation on a truly large scale.

We take pride in our **amazing world beating design capabilities**. Our work has been validated through numerous reputed international awards such as Red Dot, German Design Awards, Good Design Award, etc. Currently, we have won 140+ awards in a span of 3 years.



Official Sponsor of Design Inspire

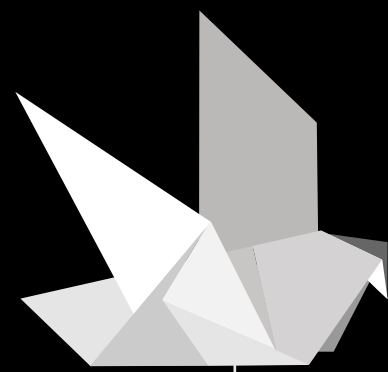
Celebrating 25 years of
Doing the right thing.
Always.





Publications

MADE WITH



— BY —

UXG



ValueLabs