DESIGN INSPIRE

CONFERENCE 2020

HOPE &
RESILIENCE

UXG | ▼ValueLabs

ValueLabs

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**DESIGN
INSPIRE**

Contents

01.

**About
Design Inspire**

DESIGN INSPIRE

Design Inspire is an initiative to connect with the young & inspiring designers from the industry who are doing astounding work in the field of design. It is a design talk series featuring inspiring journeys of passionate and innovative designers. Design Inspire is hosted by Kadambari Sahu, who is a Design Leader. Her work has been recognized by many international awards including the Red Dot awards, German Design Awards, DNA Paris and many others.

ValueLabs

DI

DESIGN
INSPIRE

DESIGN
CONVERSATIONS
— WITH —
KADAMBARI
SAHU

ABOUT
DESIGN INSPIRE

Design Inspire series aims to motivate the young designers and design teams globally and focuses on new domains of design changes. It enables the young designers to grow, discover and dive deeper into meaningful conversations with prominent contributors in the design industry. It also encourages us to grow with the spirit of service to the design community globally.

Why did it start?

I think 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. Design Inspire Series is a one-of-its-kind initiative by UXG, ValueLabs to highlight the design contribution of outstanding young designers and to inspire the team to do great work. These engaging conversations consist of ideas, design journey, inspirations, work and challenges of young designers across the world.

What it contains?

The Design Inspire Series provides a platform for the Fellows to share their journey and commendable contribution to the design fraternity and to have critical interactions & thought-provoking discussions with budding young designers. It also showcases various multidisciplinary design practices involved in the process and the impact of good design.
The first season features young designers from diverse countries like the UK, US and Germany and from renowned organizations like Google, Facebook, BMW, etc. It has kicked off as a fresh dose of design perspective and design stories which challenges the status quo, with high impact outputs, and a new way of the problem-solving methodology through design interventions.

The engaging conversations encourage the designers to share their journey in the field of design, their noteworthy achievements and contributions as well as their acclaimed work portfolio. The series helps the budding designers and design enthusiasts to uncover new ideas and to have more knowledge on the latest design inspirations globally which can spark positive changes in society.

02.

**Inspiring
Young designers
2020**

"

Go deep into your practice, It's equally important to get out of your practice; so do something completely different, shake up your mind.

"

Vyjayanthi Vadrevu is an ethnographer and consultant under her brand, Rasa (www.rasa.nyc), in New York City. Most recently, she is applying her ethnography skills at the Lab at Capital One, using customer experiences as fodder for product innovation in the banking and credit card space.

She is also an adjunct professor of Applied Anthropology at the City University of New York. She has been a dancer for 25+ years, trained in Indian classical dance (Bharatanatyam, Odissi, Kathak).

Vyjayanthi has been building on the art of expression (abhinaya) and the art of studying what it means to be human (anthropology) to explore fictional writing and performance, particularly in the observational comedy space.

https://www.linkedin.com/in/vyjayanthi-vadrevu/

Vyjayanthi Vadrevu

Adjunct Professor
The City University of New York

Inspiring Young Designers 2020

Vyjayanthi Vadrevu

Adjunct Professor
The City University of New York

Vyjayanthi gives an insightful talk on applied anthropology in the field of design research and talks about how anthropology plays the central role in making key design decisions at a higher level.

#designlearning #appliedAnthropology #ethnography #observation #coexists

"

Design is essentially an enabler for companies

"

Katerina is a designer with experience in a variety of roles from contributor to leadership. She has worked with companies like Namecheap (where she led the entire brand experience division), GoodData (where she was responsible for user experience of analytical dashboards) & Oracle (where she worked on a developer-oriented platform to build channel-agnostic chatbots).

At last, she joined McKinsey & Company where she split her time between designing unique experiences for client-facing digital products, promoting the value of design across the organization, and helping non-designers to bring user-centric design principles into their day-to-day work.

Kateřina Marková

Senior Designer
McKinsey & Company

Inspiring Young Designers 2020

Kateřina Marková

Senior Designer
McKinsey & Company

Katerina joins us in this episode to talk about digital death and some interesting design perspectives to it. She talks about her challenges as a young designer and how she navigated through them.

"Communication for designers is as important as design itself."

Deepak is a full-stack designer and creative technologist, with over 7 years of experience designing physical & digital products. A problem solver, lateral thinker andmaker his work is inspired by the ways in which people interact with each other and the social systems that surround them.

He believes in taking innovation outside the lab. While pursuing his masters he co-founded, The Tyre Collective. Where he invented a device that helps capture tyre wear emissions—the second largest microplastic pollutant in our environment. He is now partnering with some of the largest auto and tyre manufacturers in the world to advocate and adopt zero emission technologies for vehicles.

Previously, he co-founded and led product design at Treemouse—an award-winning strategy and research consultancy in India. At Treemouse he helped build the Treemouse team, culture and client base, and led projects in Fintech, Healthcare and Electric mobility.

His work has won international recognition from Fast Company, The James Dyson Foundation, The Mayor of London, Core77, IxDA and have been featured on the BBC, Reuters, Forbes, The Guardian, Sky News, and The Times. They have also been exhibited in institutions like The Saatchi Gallery, Dutch Design Week, Consumer Electronic Show and Imperial College

Deepak Mallya

Co-founder
The Tyre Collective

Inspiring Young Designers 2020

https://www.linkedin.com/in/deepakmallya/

Deepak Mallya

Co-founder
The Tyre Collective

In this inspiring talk Deepak talks about his initiative towards a green economy through his startup, the tyre collective. He talks about the challenges of Design entrepreneurship and how to communicate your innovative ideas to the broader masses.

#designlearning #designentrepreneurship #designingforsustainibility#ux
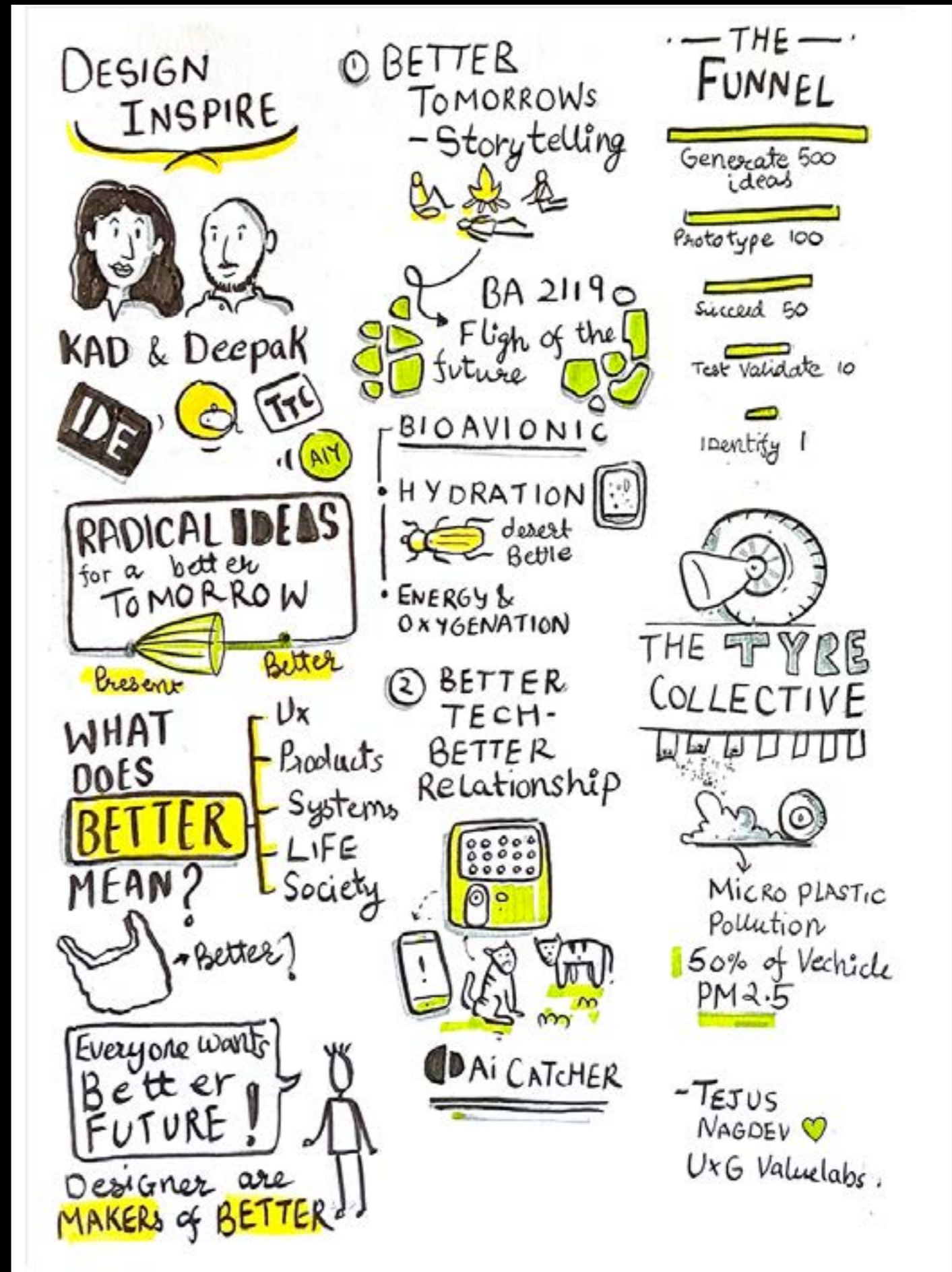
> **What's helped me is, to find meaning and purpose in what I'm doing.**

Deshna Mehta is a visual artist with a passion for photography, design, writing and curation. A graduate of Sir J.J Institute of Applied Art, followed by a masters in Graphic design from the London College of Communication and a masters in Visual Communication from the Royal College of Art in London, she moved back to India seeking to find meaning within her own design practice. This led to the inception of Studio Anugraha (http://studioanugraha.com/) that serves as a platform to encourage and undertake collaborative practices in the field of visual art, design and research. It derives from and contributes to elusive aspects of cultures, philosophies and ideas in general.

At Anugraha, we'd be delighted to work on anything apart from luxury brands and things that promote consumerism in general. Our focus therefore tends to be on the educational, social, cultural, environmental and medical sectors.' Deshna anchors the Kumbh Mela project documentation and design, working alongside a large team of people engaged in the initiative. (http://thekumbhmelaexperience.com/) She, along with her team have documented the Kumbh of Allahabad 2013, Nashik-Trimabkeshwar 2015 and Ujjain 2016. The engagement spans field work, photography, content structures, writing, editorial roles, book design, production and publishing. This endeavour, backed by patrons has led to an 8 volume compendium on the Allahabad Kumbh along with a 55 minute documentary that has been published. The Nashik and Ujjain documentation is soon to be published in the form of books and a documentary that her studio has been working on for the past couple of years. Her team has had the opportunity to exhibit this body of work at various exhibits of the likes of the Goa International Photo Festival (2015),an official launch at The Nehru Centre, Mumbai (2015), a part of a pavilion at The 15th Venice Architecture Biennale (2016), part of a group show at NGMA Mumbai (2018). She was recently invited to represent India and the project at the Bursa Foto Festival in Turkey (Sept.-Oct. 2018), The World Living Heritage Festival in Udaipur (Nov. 2018), the Royal College of Art (London – Jan. 2019) and at the Zee Jaipur Literature Festival (Jan. 2019)

Deshna currently teaches at the National Institute of Design as visiting faculty and has been a part of other teaching stints and juries at various design institutes in India. She has been invited to speak on various platforms within the country of the likes of Typography Day 2014 (Symbiosis School of Design, Pune), Cumulus 2015 (IDC,IIT Mumbai), DDS 2017 (IDC,IIT Mumbai), Insight 2018 (NID, Ahmedabad). Aside of her interest in research, writing and design, Deshna enjoys exploring various philosophies and expressing them through installations which have been exhibited in the UK and in India across various galleries and festivals. She has also co-curated The Story of Light festival (2015) (http://www.thestoryoflight.org/) and the co-directed The Story of Space festival (2017) in Goa. (http://www.thestoryof.org/space2017/)

https://www.linkedin.com/in/deshnadmehta/

Deshna Mehta

Co-founder & Creative Director
Studio Anugraha

Inspiring Young Designers 2020

Deshna Mehta

Co-founder and Creative Director
Studio Anugraha

In this episode, Deshna talks about the massive work she did with her team in documenting the Kumbh. Taking us through her inspirational journey, she teaches us on how to manage and conduct design research at a massive scale.

#designResearch #designtalks #designseries #designlearning#documentation

"It's a very weird thing to always think that how time is running out. There is Time."

Gaurav is a designer working at the intersection of art, design and technology. He is currently working as a research assistant at the MIT Media Lab where he is a part of Future Sketches and Fluid Interfaces research groups. He studied design and engineering before joining MIT.

His current work focuses on creating experiences and objects based on climate data to draw people's attention to the issues caused due to climate change. Some of his interests are data visualization, kinetic sculptures, interaction design, digital fabrication and craft practices. He believes that bringing together apparently disparate approaches and skills can lead to novel and unusual outcomes.
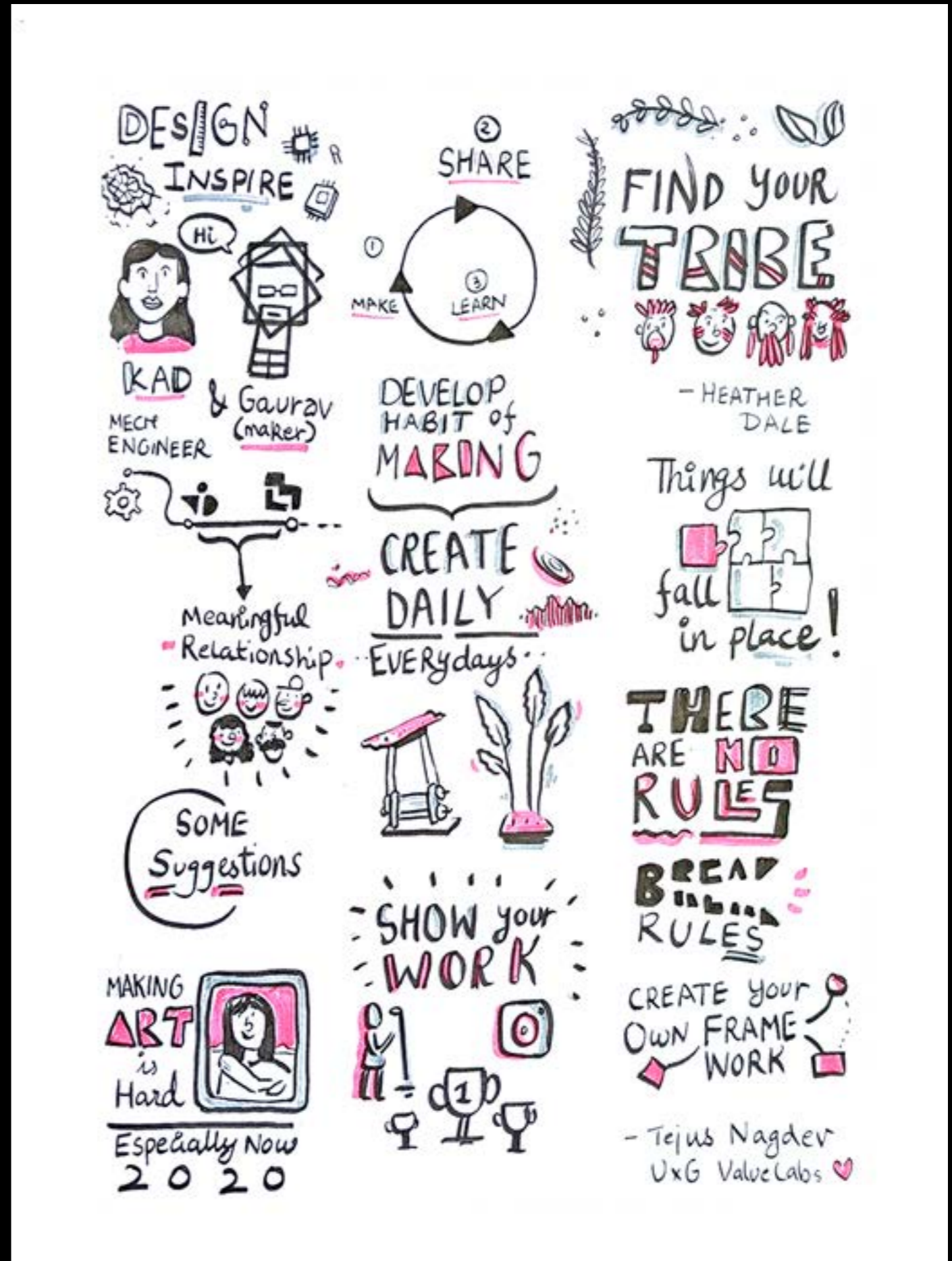
Gaurav Patekar

Product Designer
Facebook

Inspiring Young Designers 2020

Gaurav Patekar

Product Designer
Facebook

In this episode, Gaurav talks about his interests in data visualization, kinetic sculptures, interaction design, digital fabrication and craft practices. He also talks about the intricate career decisions that a young designer should make.

" Accelerate financial inclusion by empowering the fintech ecosystem with best design practices "

Dharmesh leads the research and strategy initiatives at D91 Labs, a user research lab that documents the financial journeys of people in India. Dharmesh has also been an active contributor of design in public infrastructure projects through iSpirt and also volunteers to organise DesignUp conference and IxDA Bangalore meetups.

In the last few years, India has been leapfrogging in terms of technology through plummeting data costs, public technology infrastructure like Aadhaar, UPI, GST etc. To truly achieve financial inclusion, it becomes important to actuate these technologies for the last mile Indian. The mental model with which we have been building products for the top 100 million fails for the rest of the country. This talk surfaces the challenges of building Digital Financial Services for emergent users in India.

https://www.linkedin.com/in/dharmeshba/

Dharmesh BA

Head of research I Setu & Head
D91 Labs

Inspiring Young Designers 2020

Dharmesh BA

Head of research I Setu & Head
D91 Labs

Dharmesh leads the research and strategy initiatives at D91 Labs, a user research lab that documents the financial journeys of people. Dharmesh's research practice and journey as a young designer has been an inspiration to many. In this episode of Design Inspire, we explore what inspires Dharmesh and how he sees the future of design in Fintech.

#financialinclusion #fintech #design #designinFintech #designResearch #ux

"If you want to know Black, you have to know white."

Mayukhini is a design entrepreneur with a chronic curiosity for all things that give insight into human experiences, including design research. After completing her post grad in Strategic Design Management from NID (2011) she worked with NID-Asian Paints Colour Research Lab, and co-authored three research papers published in internationally acclaimed scientific journals such as Colour Research and Application. In 2012, she co-founded a design research consulting firm and worked with clients such as Kotak Life Insurance and Sesame Street India, in projects ranging from product to organisational design. In 2015, she co-founded Greenopia - a start-up that designs products to make plants easier for busy, urban lifestyles. Their Smart Herb Garden was one of the earliest crowdfunded IoT products from India. Mayukhini was among the top ten entrepreneurs from India selected in Women Entrepreneurs Quest 2016, organised by Anita B.org, as part of which she had the opportunity to experience the start-up ecosystem in Silicon Valley.

https://www.linkedin.com/in/mayukhini/

Mayukhini Pande

Co-Founder
Greenopia Technologies LLP.

Inspiring Young Designers 2020

Mayukhini Pande

Co-Founder
Greenopia Technologies LLP.

In this episode of Design Inspire, Mayukhini talks about her journey as a young design entrepreneur and her design research practice. She speaks about design research, and shares her advice for budding design researchers.

#design #designResearch #ux#designtalks #awarness #designlearning

"

Never discard your interesting ideas as worthless or as too small, no idea is really too small & no dream is really too big.

"

Dhruv loves observing how people interact with each other & with their environments. He is a design graduate from National Institute of Design and New York University. Presently he is working as a product designer at Facebook, based in San Francisco, California. At Facebook, he designs for digital products to enable trustworthy connections between people and businesses in the ever expanding social media landscape.

Previously he has worked at Bose where he led the interaction design for Red Dot & IF design award winning products like Bose Headphones 700 and Bose Music app. Other creative experiences of his include

working at global brands such as Hewlett Packard Labs and Philips. Beyond his professional role he actively works on publicizing design as a potential academic and career path for youngsters. This has enabled him to guide hundreds of aspirants on learning about and preparing for design education in India. Creativity to him is a deliberate pursuit, and he derives inspiration from calligraphy, watercolors, running, reading, and taking care of his indoor plants.

Dhruv Damle

Product Designer
Facebook

Inspiring Young Designers 2020

Dhruv Damle

Product Designer
Facebook

Dhruv talks about his decisions and career moves that enabled him to design reddot award winning products at Bose and then move to Facebook to design experiences for a billion users. His determination & astute art of storytelling is something every young designer can learn from. Watch this episode to learn more about his recipe for success as a young inspiring designer.

#designlearning # creativity #growth #Idea #storytelling#tech #dreambig

"
You can critique only when you see it in connection with other things.
"

'Manasi is an Interaction designer in Google London, currently working on the Android Platform UX team. Prior to Google, she was an Experience designer on the Document cloud and Acrobat team at Adobe, India. Apart from her full-time roles in tech companies, she is also passionate about design education and has taught and mentored students at several design institutes in India. Manasi started her career as a communication designer with an emphasis on the graphic arts, working in advertising/design agencies for a while, before going on to earn her Master's degree in New Media design from National Institute of Design in India.'

Manasi Agarwal

Interaction Designer
Google

Inspiring Young Designers 2020

Manasi Agarwal

Interaction Designer
Google

Manasi talks about the perfect tool-kit for the designers and what design dilemmas lay ahead for the young designers of the world. She also talks about her work on Android at Google, London.

#designlearning #designer'stoolkit #designingfordilemmas#designresearch

"

Visualization in the end creates knowledge for decision making.

"

Sebastian is a strategic designer who designs brand-shaping and positive human experience. Besides designing future digital mobility experiences at BMW Group he is also running the Designdrives Podcast where he interviews design leaders from around the world about the impact of design. He gained many international design awards and had the chance to be invited to speak at conferences around the world on design and innovation. In addition to his international work experience, he gained a Master in Advanced Product Design in Sweden as well as a Bachelor in Industrial Designs at the Folkwang University in Germany.

Sebastian Gier

BMW Group UX Design & Designdrives Podcast

Inspiring Young Designers 2020_01/10

Sebastian Gier

BMW Group UX Design &
Designdrives Podcast

Sebastian is a strategic designer who is currently designing mobility futures at BMW group. At BMW, he focuses on digital services, concept cars, strategic Interior design experience prototyping & AR/VR in the context of mobility.
In this episode, he gives an inspiring presentation about his views on interactive design and the importance of context setting in design.

#interactiveDesign #mobility #design #designinmobility #designResearch #ux

03.

**Design Inspire
Conference
2020**

DESIGN INSPIRE CONFERENCE

ABOUT

DESIGN INSPIRE CONFERENCE

Design Inspire conference is a platform that culminates this year's journey of Design Inspire talk series and honors all the ten inspiring young designers recognized by us for the year 2020. The event will be virtual this year with key design leaders as the speakers and a design hackathon for the design students.

Beau Sullivan

Vice President, Design
Mitchell International

Beau leads Experience Design at Mitchell with an intense focus on applying customer-centered, design thinking practices to deliver solutions that drive measurable business value. An inventor of Mitchell's innovation framework, he actively explores disruptive technologies and partnership opportunities, and has a keen interest in using machine learning and AI to solve meaningful, human problems

https://www.linkedin.com/in/beausullivan/

Rakesh Patwari

Director, Product Design
Salesforce

Rakesh Patwari is a passionately curious dad, who designs, enables design, and teaches design. Currently a Director of Product Design at Salesforce and Adjunct Professor at UC Berkeley Ext, San Francisco.

rakesh : https://www.linkedin.com/in/rakeshpatwari/

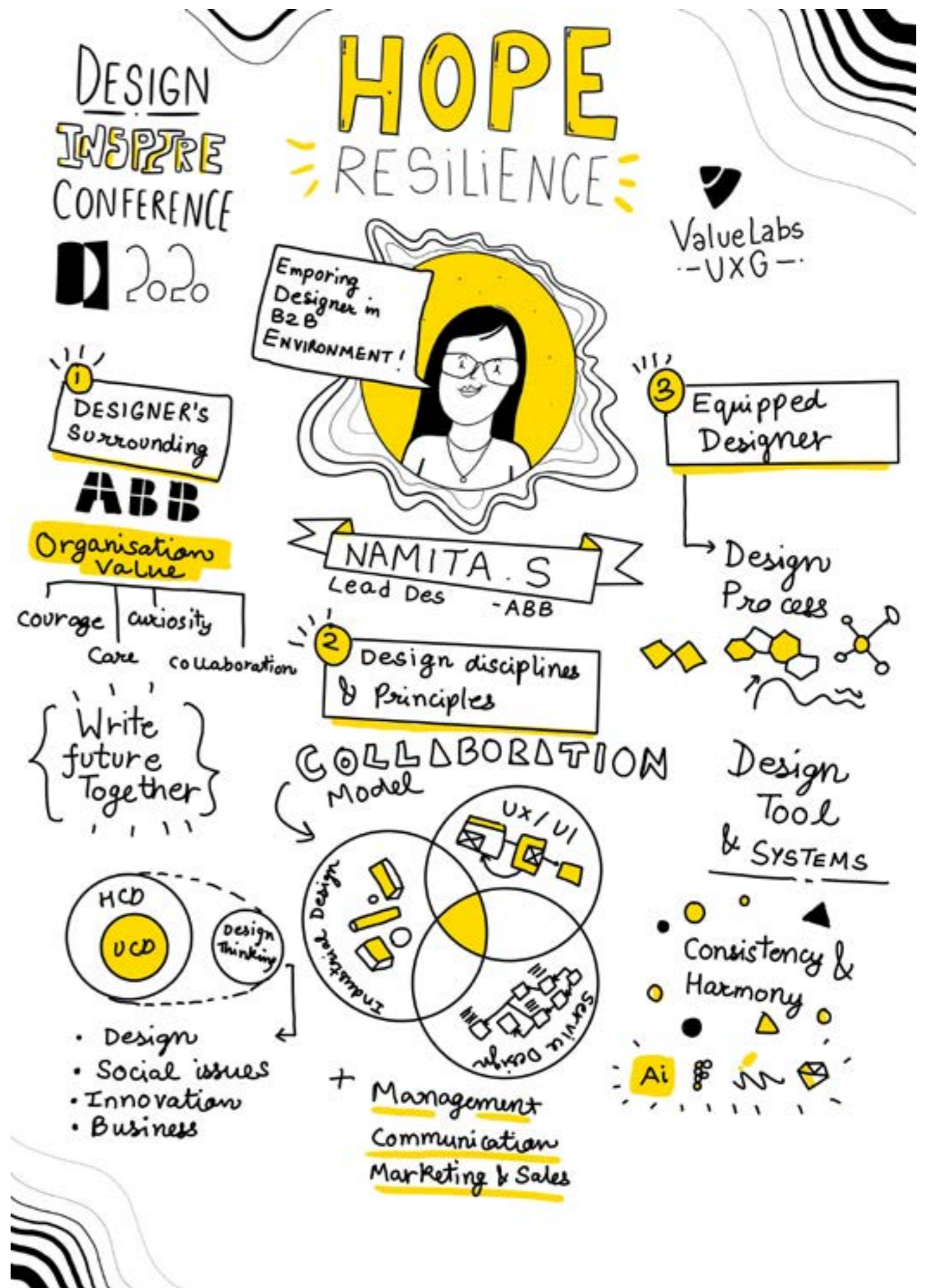# Namita Savla

Lead Designer
ABB Finland

Namita Savla is currently working at ABB Motion, as Global Lead User Experience Designer at Helsinki, Finland. Her role as a core design strategist is to manage and design experiences and services of all the digital products at ABB Motion business line.

DI Conference Speaker 2020

https://www.linkedin.com/in/namitasavla/

04.

**Designathon
2020**

ABOUT
DESIGNATHON

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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 afast-paced environment and
test your design thinking, management
as well as collaboration skills. The teams
will be responding to evolving needs and
solving challenges in our community and
beyond for creating resilience, hope, and
inspiration.

DESIGNATHON 2020 JURY PANEL

Kadambari Sahu

Senior Vice President Design
ValueLabs
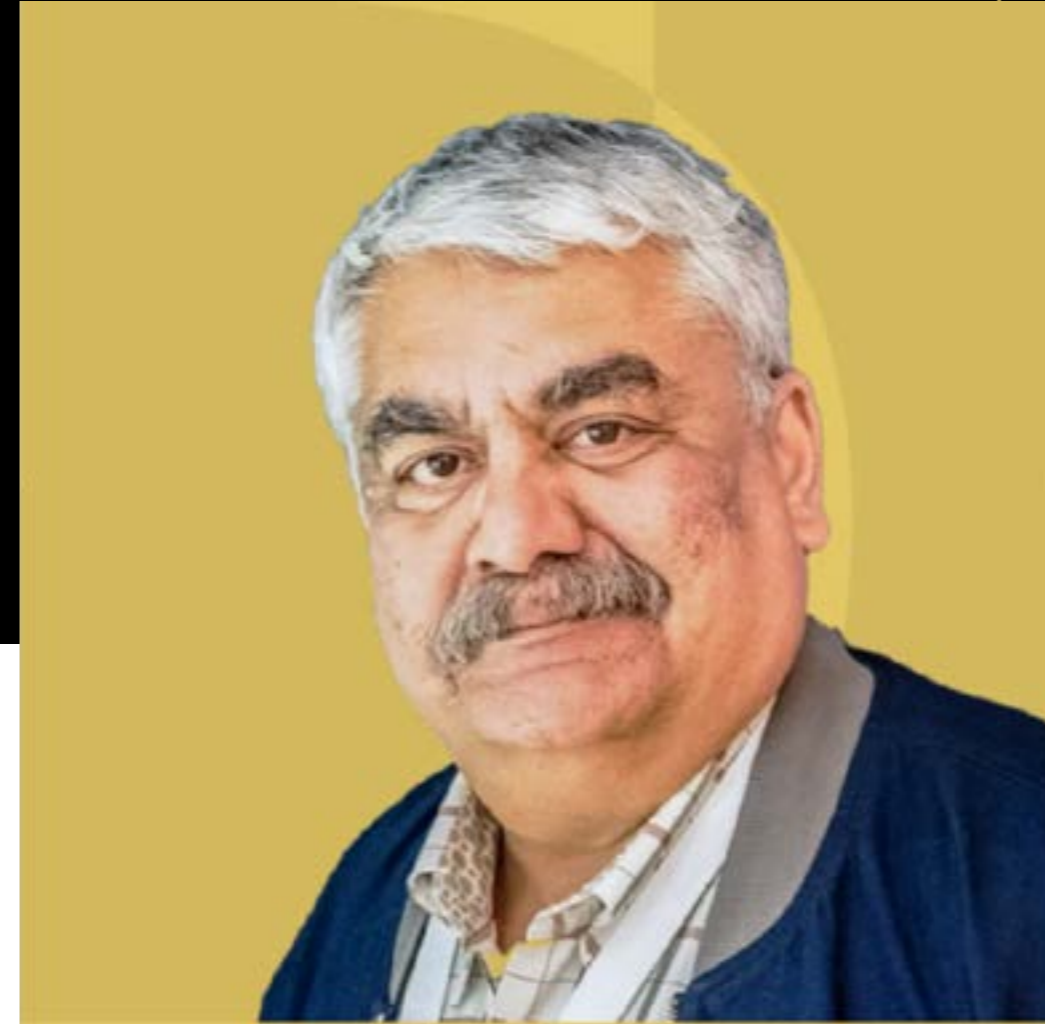
Amit Sheth

Vice President Design
ValueLabs

Srishti Singh

Team-Light & Dark

Urvi

Team-Light & Dark

Purav Bhardwaj

Team-Greatest Team
Since Sliced Bread.

Arjun Sunil CM

Team-Greatest Team
Since Sliced Bread.

Arushi Choudhari

Team-Greatest Team
Since Sliced Bread.

Kudos to both the teams for winning the Designathon 2020 by UXG, ValueLabs!

LIGHT AND DARK

WINNER
DESIGNATHON 2020

Greatest Team
Since Sliced Bread

Lorinda Mamo once said "Every great design begins with an even better story." Designathon, which is our 24-hour flagship design hackathon event for design students has been nothing short of a great story.

This year's Designathon saw an overwhelming response from the design student community across the globe. We received more than 90

team entries with over 200 students registered for the event from India and abroad. The theme for this year's Designathon was 'Adapting to the Changing times - Creating Awareness, Facilitating Learning and Education'. In this Designathon brief, each team had to come up with concepts, services, or interactions that will bring hope and build resilience. The prize money for the winner of Designathon was decided to be 1 Lac for this season.

The selection process was very tedious as we received some remarkable approaches and solutions to solve the education gap issue through design interventions.

The journey of shortlisting from 90 teams to 10 teams for Jury round was very tough. From the 10 teams, Jury selected the top 3 teams who were going to present their ideas live on Design Inspire conference. Out of the three finalists the

two teams – "Light & Dark" and "Greatest team since sliced bread" were so close that we decided to increase the prize money to 1.5 lac from 1 lac and decided that both of them were joint winners of Designathon 2020. This not only show the quality of teams we had this season but also the tough competition they gave to each other.

Srishti Singh

Toy & Game Design
NID, Gandhinagar

Urvi

Toy & Game Design
NID, Gandhinagar

Team

Light & Dark

Team Light and Dark comprises of two over-dramatic grownups who find play in everything!

Problem Statement

"How might we transfer the responsibility of quality education for children with developmental disabilities from special schools to homes?"

Solution

We studied the pain and gain points of the three major stakeholders of the Special Education System - Parents, Specialists, and Children with

Special Needs. After an in-depth analysis of the system, we found an area where we could intervene.

We came up with an app called "Guru" that aims at empowering parents of children with Developmental Disabilities to facilitate education by proving a tailored support and guidance platform through child development experts.

 https://lightanddarkdesignathon.tumblr.com/

Purav Bhardwaj

**New Media DesignDesign
NID, Gandhinagar**

Arjun Sunil CM

**New Media DesignDesign
NID, Gandhinagar**

Arushi Choudhari

**New Media DesignDesign
NID, Gandhinagar**

Team

Greatest Team
Since Sliced Bread

The team comprises Purav, Arjun and Arushi, all from diverse undergraduate backgrounds of Engineering, Architecture and Design respectively. Currently students at the New Media Design Department at the National Institute of Design, the team shares a passion for leveraging design and technology to bring about conscientious and meaningful change.

Approach

The pandemic has forced our lives indoors. There is constant endeavor in facilitating our relationships with each other in this "new normal" but our relationships with immediate ecosystems and nature is severely stricken. The most affected stakeholder of this predicament are children. Given the understanding of children's behavior online and its importance and relevance in the "new normal" we saw an opportunity in leveraging games as a medium to engage children in activities centered around knowing and understanding their natural ecosystems better.

Our solution: Trailblazer

Trailblazer attempts to establish a resilient and prudent relationship between children and natural ecosystems. Trailblazer uses a combination of an application and wearable that directs children to experience natural ecosystems in curated safe spaces through meticulous consideration for health, security and social distancing paradigms. It also provides a platform for children to share their experiences with their friends in novel and engaging ways leveraging the power of storytelling and imaginative play.

https://greatestteamsinceslicedbread.tumblr.com

Consolation prize winner

Team
Firebolt

We are three students with an insatiable curiosity with a persistent outlook to life, in learning new things and achieving high goals. This common personality trait of ours brought us together as a team and we together explore the domains in design, technology and society.

Approach

Through the challenge, we realised the huge impact COVID has on the mental health of students creating serious burnouts. We also realised the necessity of peer to peer interactions and discussions. The luxury of simple things like "chai pe charcha in college canteen" is lost and we can now see the extent of the effect that space, people in space and discussions held in our life. A mental health study done on over 8,000 individuals in Delhi reported college students were the most affected by the current situation. They have shown a 50% increase in anxiety, frustration & loneliness. In order to address these concerns, we created KYP-Know Your Peers, a digital platform that enables and encourages peer to peer learning through meeting new peers & staying connected with old ones; also sharing learning and knowledge among each other. This kind of learning enables the development of interpersonal and communication skills. This would help them participate in more social discussion tackling the stress of deadlines, finding resources in the new pedagogy. They work with each other and save each other from burnouts and mental fatigue to ensure the boat doesn't drown. While sharing the learning and growing experience, they also build organic connections with each other.

https://teamfirebolt.tumblr.com/

Mrunali Ogriwala

Design-led Innovation (DLI)
Srishti Institute of Art,
Design & Technology.

Sakshi Meena

Design-led Innovation (DLI)
Srishti Institute of Art,
Design & Technology.

Sanjana Kothalli

Design-led Innovation (DLI)
Srishti Institute of Art,
Design & Technology.

05.

**Design Inspire
Fellowship
Program**

WHAT IS

DESIGN INSPIRE FELLOWSHIP ?

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"A meaningful conversation with inquisitive and curious minds holds power to change what a better tomorrow looks like"

We at UXG, ValueLabs love to share ideas and look forward to critical interactions and thought-provoking discussions with designers out there making a positive change in the world through multidisciplinary design practices.

Design Inspire Fellowship is a program for the inspirational pool of young speakers to share their thoughts to the design community in our monthly Design Inspire sessions.

Our Fellows have left a notable mark in the world through their ground-breaking ideas and practices by navigating through uncertainty and building better futures. Through these talks, we aim to inspire the young designers across the globe and support them in defining their journey as a successful designer.

WHO CAN APPLY?
—

- Designers who are embarking on a journey to make the world a better place for all.
- Design Academics / educationists
- Design activists & Cross-disciplinary design practitioners
- Entrepreneurs
- Architects & Urban Planners
- Creative Technologists
- Change makers

WITH THE FOLLOWING:
—

A notable journey in the field of design through
- their academic/personal/professional experiences

Understanding of design methodologies and
- design thinking process

Fluency in the respective field of design
- An enthusiasm to advocate for better design

- practices

Interest to influence and design
- Applicants with previous work experience are preferred.

WHY SHOULD YOU APPLY?
—

- To inspire the future of design practices.
- To be in the bracket of most inspirational young design personalities today.
- To inspire the people committed to making a positive change in the world.
- To be a part of an engaging conversation with budding designers.
- To be able to share your design journey.
- To have connections that accelerate the spread of new ideas and practices.

WHAT DO YOU GET?
—

- A world-renowned digital seal with the title of Inspiring Young Designer
- Feature in ValueLabs website, YouTube and social media communication channels
- Recognition across the well-established design circle
- An opportunity to engage with the curious thinkers of UXG, ValueLabs through design workshops.

06.

**About
UX Group**

About

Kadambari Sahu

Head of design, Valuelabs.

Kadambari founded the award-winning design team, User Experience Group (UXG) 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.

It was founded in July 2018, a month after she joined ValueLabs as Head of Design. She envisioned and created UXG as a team of Designers, Design Managers, and Design evangelists who come from diverse backgrounds. This diversity of thought processes has led the team to create innovative solutions that have not only delighted the users but also business stakeholders creating impact on business and have been awarded by many international awards including the Red Dot awards, German Design Awards, DNA Paris, and many others.

Kadambari Sahu

SVP Design

ValueLabs

UXG

The User Experience Group (UXG), led by Kadambari Sahu, is an award-winning UX team and is 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 within the organization to strengthen and solve business problems and make every bit of our organization pursue perfection.

Incepted in June 2018, the team is always eager to improve, innovate, create changes that are unheard of, and learn more with every interaction. UXG ensures that design is at the forefront of all the product development and technology work that ValueLabs does. It has opened up new opportunities and arenas to explore for ValueLabs, leading projects in a progressive design driven way. UXG gives a lot of emphasis to ethically responsible design, diversity and inclusivity - their modus operandi.

The team creates delightful experiences to bring about positive impact to the users and businesses, while also applying design strategically within the organization to strengthen and solve business problems. 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   Amit Sheth   Naga Ravi Teja Mannava   Nivedita C S   Pallavi Sowoji   Ankit Raj

Prasanth Putchala   Raja Sandeep Kumar   Swastika Dash   Pranshu Kumar   Anuja Thanawala   Rashida Khatoon

Dikshit Sharma   Tejus Anil Nagdev   Naga Viswatej Kurma   Vinay Kumar   Bharath Ramaviswanadh   Dattu Setti

Sarwesh Shah   Suryansh Srivastava   Praveena Kondala   Siva Chaitanya Ranga   Sri Teja Peeta   Aditi Lunia

Vishwanath Reddy   Sourav Mukherjee   Ketaki Sanket Jogaikar   Naga Vyas Kanugovi   Archana Patil   Udhayan R M

Chandra Sekhar Reddy   Lakshmi Narayana   Siva Kumar Allam   Dharmeswar Brahma   Raju Mailaram   Akshay Avinash Katkade

Roney Devassia   Ishwari Bakshi   Kunal Dewalwar   Palash Vinod Ghawde   Pooja Narayan Pake   Rahul Rajiv Bhatia

Subham Mukherjee   Rhea Kapur   Roopam Sonpethkar   Sumit Dasgupta

MADE
WITH

♥

BY
UXG, VALUELABS