



# Design Inspire

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UXG, ValueLabs

# DESIGN INSPIRE

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**Design Inspire** is a mission-driven platform to create just & equitable futures by providing free and accessible Design Education & creating Design awareness. It provides exploration & exposure to design domains, ideas & learning about good design, training, encouragement, and recognition. It focuses on learning for designers across 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.

[VISIT DI WEBSITE](#) 



# WHY DESIGN INSPIRE?

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- Design education has a **gap between theory, practices, and application** which makes it **difficult** for graduates **to find jobs**. It is hard to find a **consolidated Platform for Design education & lifelong learning** that focuses on aspects of **professional growth beyond skills** or just one subject for different levels of Design experience.
- In addition, designers face challenges in their professional journey requiring **support** to learn, practice & grow. These supports are **difficult to find, are exclusive, or unaffordable**. They require **encouragement, recognition** as well as **access to good designs** to learn from. There are very few **Awards programs & competitions** globally that are **inclusive, affordable** and showcase the cultural **diversity** of ideas. This creates perceptions that good designs come from developed nations only adding to the colonized mindset & hurting the opportunities of individuals & the economy of developing nations.
- To create **holistic learning**, Design education benefits **from other disciplines** which sensitize designers by borrowing research methodologies & practices. Such **resources are not readily available**. To grow professionally one requires access & exposure to the experiences & practices of seasoned designers. Designers can't easily navigate career paths as Design is constantly evolving, & face difficulty in finding role models. Also, they have little or **no access to safe spaces** to discuss their problems.
- The Design Inspire (DI) Platform not only recognizes and promotes ideas but also provides opportunities for cross-collaboration and learning. It is also accessible due to its format and is available free of cost for audiences globally. No other existing platform directly provides these same services in its entirety. DI's individual offerings can be compared to existing solutions, but each of them is innovative in their own accord & have different formats which let them overcome the learning challenges of individuals. As **this platform was envisioned for equity**, the formats make it easier for anyone to participate irrespective of geography creating strong **collaboration & cross-pollination of ideas**.

# MISSION & OBJECTIVES

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Provide accessible & free design education, irrespective of gender, race, caste, geography, age, social status & experience level



Create an inclusive platform to promote belongingness & decolonize Design.



Create opportunities & provide representation for the underprivileged, women & marginalized communities.



Motivate, encourage, recognize, & reward designers as well as creative professionals from all experience levels



Build an inclusive platform showcasing the diversity of ideas, disciplines of design and designers.



Spark ideas & conversations about evolving domains of Design.



Meaningfully expand into new initiatives and create a trustworthy ecosystem



Provide equal opportunities to create just & equitable futures through various initiatives

# Design Inspire constitutes of:



## DI Talk Series

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

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## DI Apprentice Program

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

Training them free of cost, on the award-winning best practices and methods of UXG, ValueLabs' design consulting team.

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## DI Learn

Giving fellows and design educators/ academicians, and researchers, the opportunity and facility to create workshops & courses (up to 25 lectures) in their domain/ expertise to be provided to the design community free of cost.

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## DI Honors

Encourages and puts the spotlight on young talent



## DI Designathon

For the design students, design hackathon gives an opportunity to compete against the best design students across the globe in a fast-paced environment and earn recognition and get rewarded. Get visibility to showcase their solution to the global audience of DI.

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## DI 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, and Designathon winners.

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## DI Publications

DI Publications dedicated to spreading design awareness.



**DESIGN INSPIRE**  
**INITIATIVES**

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# DESIGN INSPIRE **TALKS**

**A meaningful conversation with inquisitive  
and curious minds has the potential to  
shape a better tomorrow**

# 01

[VISIT DLTALKS](#) 





# DI TALKS SEASON 1



## Manasi Agarwal

Interaction Designer at Google  
London, United Kingdom

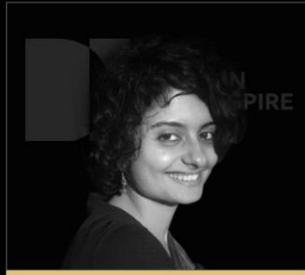
[Know more](#)



## Dhruv Damle

Product Designer at Facebook  
San Francisco, California

[Know more](#)



## Mayukhini Pande

Co-Founder  
Greenopia Technologies LLP

[Know more](#)



## Dharmesh BA

Head of Research | Setu and Head |  
D91 Labs

[Know more](#)



## Gaurav Patekar

Research Assistant at MIT Lab

[Know more](#)



## Sebastian Gier

Strategic Design, User Experience,  
Product Design, Service Design

[Know more](#)



## Deshna Mehta

Co-founder and Creative Director |  
Studio Anugraha

[Know more](#)



## Deepak Mallya

Co-founder  
The Tyre Collective

[Know more](#)



## Kateřina Marková

Senior Designer  
McKinsey & Company

[Know more](#)



## Vyjayanthi Vadrevu

Adjunct Professor  
The City University of New York

[Know more](#)

# DI TALKS SEASON 2



**Sandip Chauhan**

Sr. Design Lead, Frog

#interactiondesigner #webdesigner

[KNOW MORE](#)



**Katie Swindler**

UX Strategist, Allstate

#humancentereddesign #experiencestrategy

[KNOW MORE](#)



**Nishita Gill**

Director, Treemouse

#mobility #digitalfinance

[KNOW MORE](#)



**Charuvi Agrawal**

Director, Charuvi Design Labs

#animationdirector #immersiveartist

[KNOW MORE](#)



**Jay Kaufmann**

Head of Design-Size and Fit, Zalando

#professionaldevelopment #datascience

[KNOW MORE](#)



**Gabriel White**

Founder - Small Surface

#humancentereddesign #socialimpact

[KNOW MORE](#)



**Adeola Enigbokan**

Environmental Psychologist,  
Ethical Design Leadership

#designleadership #inspiring

[KNOW MORE](#)

# DESIGN INSPIRE APPRENTICE 2021

Facilitating and guiding young designers,  
in industry's best design practices to  
kickstart and advance their career

# 02

[VISIT DL APPRENTICE](#) 



## Apprentice

# DI Apprentice

- The program **bridges the gap between industry & academia** by creating **alignment between theory, practices & applications** to be used in real-world design practice.
- This program imparts **free training, on the award-winning processes, in real-time** through video conferencing to a batch of 15 apprentices for each program (**IXD and UID**). The essential part of design learning is discussions, debates, feedback & critique which is difficult to replicate through one-way video lectures, and hence this is **live video lectures and workshops**.
- This program teaches, guides, and mentors designers through intellectually **rigorous hands-on training focusing on creative thinking and diversity** of thought processes. It is taught by Senior VP Design and Senior Designers of UXG, ValueLabs.
- A certificate, **job opportunities and career counselling** are offered to deserving candidates on successful completion of the program. All of these are **provided without any fee**. This has created access for many who could not afford training programs, creating job opportunities for them.



Apprentice

# Apprentice 2021



**Nisha Mehta**  
M.Des, Apparel



**Ria Francis**  
M.Des, Visual Design,



**Ananya Arya**  
B.Des, Graphic



**Sriya Kota**  
B.Des, Lifestyle Products



**Archana CS**  
IIT Hyderabad (M.Des)



**Goutham Madeti**  
B.Tech CSE & PG in



**Mothilal Loganathan**  
Product Designer,



**Vinoth Raja**  
Service Designer,  
KONE, India



**Aashish Joshi**  
Retail Experience



**Muskan Bhateja**  
Freelance Textile



**Monika Chandra**  
CMF Strategist &



**Tousif Rahaman**  
M.Des (Universal



**Paran Phukan**  
Interaction



**Arantxa Bharatiya**  
Instructional



**Arun Vijai M**  
Experience



## Apprentice Program Mentor



**Kadambari Sahu**

SVP Design, Brands, and NextGen Tech, ValueLabs

## Glimpses of Apprenticeship Sessions

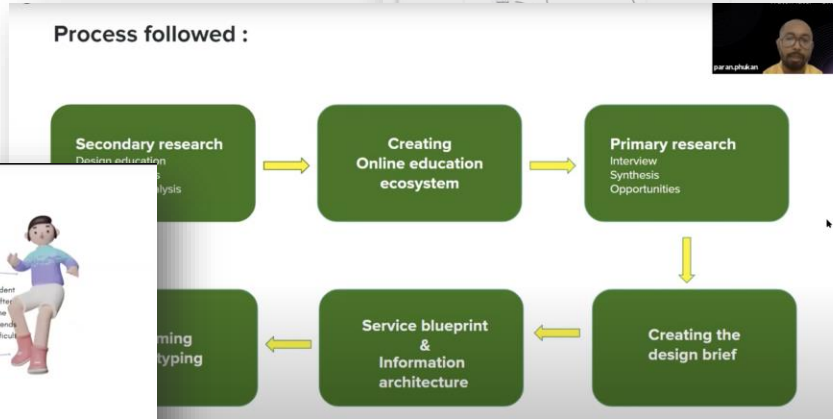
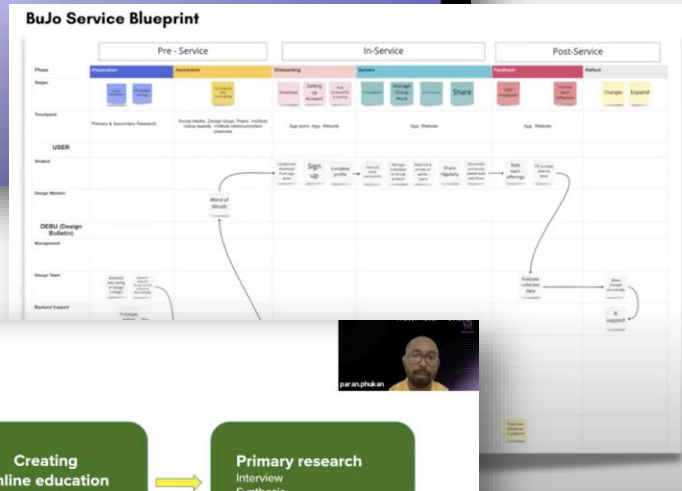
### Identifying areas of Intervention

How does the learner choose to pursue design as a career in the first place?

- We understood that online education is the next step of starting/enhancing or broadening design education.
- However, we wanted to start at the beginning of the learner's journey- that is making the career decision.

**Learner Persona**

- Early design sensitization
- how might we curate content on the internet to guide students from different fields by providing them guided paths and education structures
- considered platform for supportive tools & resources and enable exploration
- Easy transition from non design background to design background
- how might we provide students from non design backgrounds thorough information on different design fields to help them make informed choices
- Confusion around selecting a particular design field or stream



### 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.

**Abbey**  
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.

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

## Showcase Ceremony



DESIGN INSPIRE

**LEARN**

Giving fellows, design educators, academicians,  
and researchers, the opportunity and facility to  
create workshops & courses!

**03**

[VISIT DILEARN](#)



**Learn**

# DI Learn

Giving fellows and design educators/ academicians, and researchers, the opportunity and facility to create workshops & courses (up to 25 lectures) in their domain/ expertise to be provided to the design community free of cost.

To create holistic learning, Design education benefits from other disciplines such as humanities which sensitize designers by borrowing research methodologies & practices. Such resources are not readily available. DI learn is aiming to bridge this gap. Some of the courses that are underway to be released are Anthropology for Designers, Research methodologies workshops, etc.





DESIGN INSPIRE  
**HONORS**  
**2021**

Encourages and puts the spotlight on  
young talent

**04**

[VISIT DI HONORS](#) 



**Honors**

# DI Honors

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DI Honors is an award program that aims to recognize designers and design students across the globe who are doing great work and provides a platform to showcase the same.

It is an initiative of Design Inspire to encourage and put the spotlight on talented individuals across different design domains. This initiative aims to celebrate, encourage and inspire designers for their exceptional design works and/ or contribution to the field of design.

In the introductory year of DI Honors, 2022, we are recognising and rewarding design students who accommodate different design parameters contextually and efficiently through their projects. The winning projects from each category will be conferred with the title "Greatest Student Design Project 2022".

Receive recognition, gain visibility, open doors for new opportunities, expand network



**Honors**

DESIGN INSPIRE  
**DESIGNATHON**  
**2021**

Imagine new possibilities

**05**

[VISIT DL DESIGNATHON](#) 



**Designathon**



# DI 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 a fast-paced environment and test their design thinking practices, 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.

**Rewarding and encouraging design students to think about real-world problems. Opportunity to apply learning to solve real problems in society. Imagine new possibilities, get rewarded and recognised.**

Cash prize worth

₹ **1.5** LAKHS

& certificates

## PERKS TO PARTICIPATE IN DESIGNATHON



Awards - Jury choice,  
people choice, Mini  
Challenges



Present your idea's to a  
live audience



Industry exposure



Free passes for DIC



Networking



Finalist team projects to  
be featured on DI website

# Designathon 2021

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<b>100</b> Teams Participated	<b>275+</b> Applications	
<b>55</b> Universities	<b>22</b> Domains	<b>1000+</b> Social media engagement

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





# DESIGN INSPIRE **CONFERENCE** **2021**

**A meaningful conversation with inquisitive  
and curious minds has the potential to  
shape a better tomorrow**

# 06

[VISIT DL CONFERENCE](#) 

# DI Conference

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Design Inspire conference is a platform that culminates every year's journey of the Design Inspire initiatives. It felicitates the inspiring designers, winners and all the stakeholders for their contribution in that year. The event is virtual with Talks from Design Leaders, workshops by design professionals, project showcases by Apprentices, winners of Designathon and Honors.





DESIGN INSPIRE  
**PUBLICATIONS**  
**2021**

Dedicated to spreading design awareness

**07**

[VISIT DI PUBLICATIONS](#) 



**Publications**

# DI Publication

DI publication's editing team, currently produces the Yearbook which sums up all the inspirations, Inspiring designers and their talks, winning Designathon projects, themes, and recommendations. In the future, it will expand as a design resources publication platform committed to spreading good design practices accessible to all free of cost.



# Impact

**2,900+**

Likes on posts

**18,800+**

Videos views

**7,600+**

Clicks on posts

**300,000+**

Impressions across all platforms



## DI Apprentice Program

**99+** applications received worldwide

**15 Apprentices** (8 women, 7 men) from different levels of experience and domains were selected

**6 Apprentices** absorbed into ValueLabs

**251 views** of the showcase ceremony



## DI Talks

This segment has given an opportunity to a total of 18 (**9 women, 9 men**) so far. Inspiring Designers from across USA, Latin America, Europe, Africa and India to share their work and journey



## DI Conference

**250+**

Registrations received

**120+**

Attendance in live event



## DI Designathon

**2020**

200+ participants from **90+ teams**  
Total prizes worth: **INR 1,50,000/-**

**2021**

250+ student in **100+ teams**  
Total prizes worth: **INR 2,00,000/-**

The impact is assessed by conducting focused research groups and interviews. It is also done by studying impressions and comments received by the participants. Based on the feedback and continuous evaluations through design methodologies and research, a strategy is created and implemented. This has also led us to expand meaningfully and connect with the audience and participants to create continuous improvements.

# 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



**Gold Stevie Winner**

Innovation in Education  
Or Training Websites

3  
Awards



**INDIGO  
DESIGN AWARD**

**Bronze Award**

Logo Design  
Events  
Education

1  
Award



**GOOD  
DESIGN**

Graphic Design

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

4  
Awards



**INDIGO  
DESIGN AWARD**

**Silver Award**

Branding  
Interaction Design  
Website Design  
Digital Design

2  
Awards



**Honorable Mention**

Branding & Key art  
(Posters, covers, illustrations)

2  
Awards



LONDON INTERNATIONAL  
CREATIVE COMPETITION

**Shortlist**

Illustrate (Graphic)

2  
Awards



**Bronze Winner**

Microsite, Events

# 36

Awards won  
and counting...

# TESTIMONIALS



## Stevie APAC Jury



*"Your service and commitment to innovation are exceptional."*



## Stevie APAC Jury



*"The website design is sleek and modern. The contents are well organised."*



## Stevie APAC Jury



*"An extensive and cohesive piece of communication that sits well across different channels."*



**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."*



**Team Behind  
Design Inspire**

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# About UXG

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We are a bunch of 45+ young, enthusiastic designers with diverse design backgrounds – new media design, strategic design management, Information design & industrial design. Leveraging the diverse skill sets of the UX group, we design meaningful experiences that integrate digital, physical and social touchpoints into holistic systems while creating a positive impact on the users, businesses and all stakeholders involved.

**MADE  
WITH**



**BY  
UXG, VALUELABS**