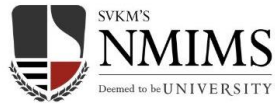


PLACEMENT REPORT

2020-2021



SCHOOL OF DESIGN

NMIMS Deemed to be University has added to its impressive multidisciplinary lineage of imparting outstanding learning experiences, the School of Design. The nucleus of the school is to impart future-scope design education to prime students to be design professionals in the emerging scenarios. Our AICTE approved, 4-year undergraduate program, B. Des. in Humanising Technology, resolves the problem faced by young students to make a choice between their interest in art, science and technology by offering a seamless amalgam of these streams. The program brings new focus on this aspect of 'multidisciplinary'—the byword in the field of design.

Internships are an integral and compulsory part of the curriculum for the B. Des. (Humanising Technology) Program. A student of this program is required to complete two internships with duly evaluated outcomes. The first one is a month-long NGO internship after the completion of Year II and the second is a 6-month industry internship after the completion of Year III. The objective is to provide the student an opportunity to apply their academic learning in a professional context, assess their capabilities, skill sets gain professional skills and return to academics with a renewed intent.

We have achieved 100% placements for the first batch of B.Des. (Humanising Technology) overcoming the challenging pandemic times. The program facilitated individuality in students by aligning their interests. Their acceptance to varied profiles, namely Associate XR Designer, Design Researcher, Solution Designer, Innovation Designer, Digital Product designer AR, Interaction & Technology designer, demonstrates the same. Top recruiters included Deloitte, Learning Mate, The Minimalist, Axis Bank Freecharge, YUJ Designs, Parallax Labs, among others. Students were placed across sectors, with 52% recruited by design agencies, 19% by consulting firms, 14% in Edutech, 10% in banking, and 5% in integrated marketing communications.





Design is one of the cornerstones of our everyday experiences, whether it is through a product, an app, or a public utility. From classical design to computation design, it combines functionality with aesthetics. In a world permeated with technology, design is essential in humanising it, to ensure that the benefits of its practical application reach everyone. The scope of design has moved much further than a few design-centric organisations.

In practice, design is slowly blending with engineering, creating a union of design, technology, science and business. Every progressive and competitive organisation, today is leveraging technology to improve the customer experience. Hence, there is a tremendous scope for designers. Today, designers are sought after in all sectors & domain. Careers in design are no longer limited to fashion, interiors, web or even visual design. Boundaries have blurred, as designers increasingly need to work with more than one discipline, collaborative, creativity is the need of the day. Design education requires to be future scoped, with a focus on developing generalist design skills, bolstered by domain-specific knowledge combined with professional attitude.

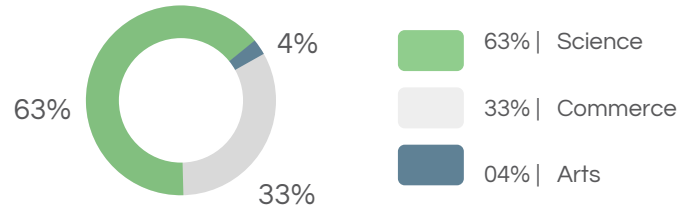
Prof. Manisha Phadke

DIRECTOR OF NMIMS SCHOOL OF DESIGN

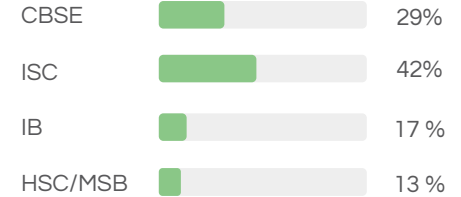
NMIMS SCHOOL OF DESIGN

BATCH PROFILE 2017-21

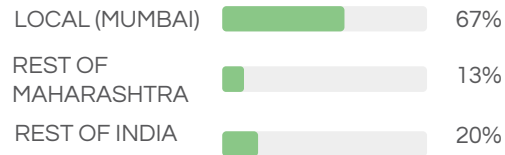
EDUCATIONAL BACKGROUND



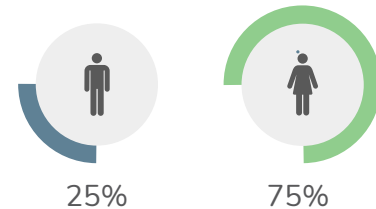
BOARDS



GEOGRAPHICAL DIVERSITY



GENDER RATIO



NMIMS SCHOOL OF DESIGN

PLACEMENT STATISTICS 2017-21

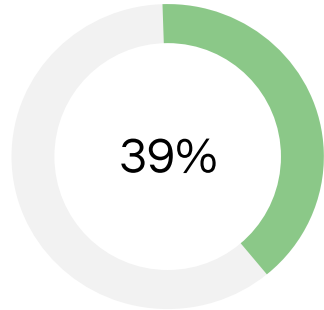
HIGHEST SALARY

INR
812500/-




AVERAGE SALARY

INR
705768/-

COMPANY PPO'S RECEIVED



39%

SECTORS	Consulting		Banking	Education	Integrated marketing and communications	Design Agency		
COMPANY	Deloitte.		 AXIS BANK	LearningMate™	 VMLY&R	 YUJ Designs Partners in Design	PARALLAX	The Minimalist
DESIGNATION	User Experience Designer	Digital Product Designer and AR	Solution Designer and Innovation designer	UX Designer, Research	UX Designer	Associate XR Designer	Senior Design Associate -UX, Interaction & Technology designer	

NMIMS SCHOOL OF DESIGN

INTERNSHIP STATISTICS 2017-21

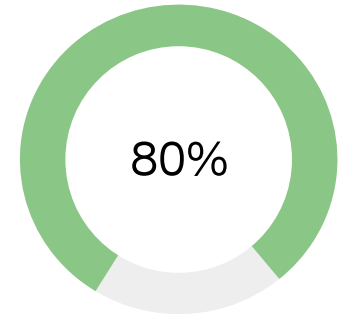
HIGHEST STIPEND

INR
20,000/-




AVERAGE SALARY

INR
11,000/-






PAID STIPEND



B.DES INTERNSHIP STATISTICS 2017-21

COMPANY	DESIGNATIONS	SECTORS
PARALLAX	XR Design & Development	Design Agency
 future factory	User Experience Designer	Design Agency
The Minimalist	Interaction Designer	Design Agency
 FRACTAL INK <small>EXPERIENCE DESIGN AND CONSULTANCY</small>	User Experience Designer	Design Agency
 VMLY&R	User Experience Designer	Integrated marketing and communications
 tgc <small>THE GAMIFICATION EXPERTS</small>	Game Design Mechanics & Data Visualisation	Gamification

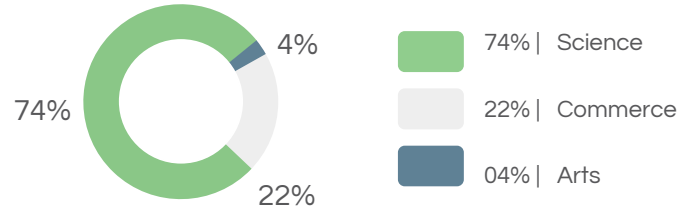
B.DES INTERNSHIP STATISTICS 2017-21

COMPANY	DESIGNATIONS	SECTORS
	User Experience Designer	Healthcare
	User Experience Designer	Banking
	Innovation and Practise Design	Education
	Design Apprentice	Interactive Media
	User Experience Designer	Business

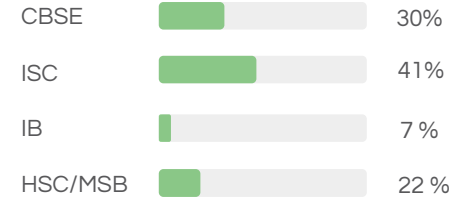
NMIMS SCHOOL OF DESIGN

BATCH PROFILE 2018 - 22

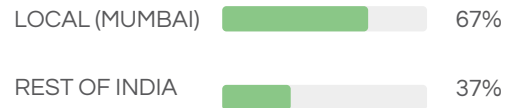
EDUCATIONAL BACKGROUND



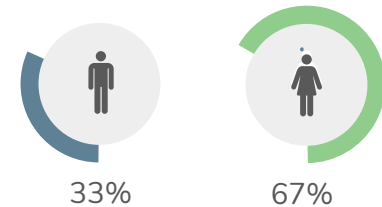
BOARDS



GEOGRAPHICAL DIVERSITY



GENDER RATIO








B.DES NGO STATISTICS 2018-22

NGO NAME	Anamrita	Mumbai Mobile Creches	Spark a change foundation	Lakshyam	Catalyst for social action	Antarang	Etasha Society
SECTORS	Children	Children	Children	Children	Children	Education	Education

NGO NAME	Teach for India	Udaan Foundation	Raah Foundation	Idea Foundation	Akshara Centre	Neptune Foundation	Swasth Foundation
SECTORS	Education	Education	Women Empowerment	Women Empowerment	Women Empowerment	Healthcare	Healthcare







B.DES INTERNSHIP STATISTICS 2018-22

** (ANNEXURE 2021-22)



COMPANY	DESIGNATIONS	SECTORS
 Walmart Global Tech India	Interaction Designer	Retail
 AXIS BANK	User Experience Designer	Banking
The Minimalist	Interaction Designer	Design Agency
 LearningMate™	Innovation Designer Practice Designer	Education
 VMLY&R	User Experience Designer	Integrated marketing and communications
 tGc THE GAMIFICATION CO PUNE, INDIA	Game Design Mechanics & Data Visualisation	Gamification

B.DES INTERNSHIP STATISTICS 2018-22

** (ANNEXURE 2021-22)

COMPANY	DESIGNATIONS	SECTORS
	User Experience Designer	Healthcare
	Trainee in Business consulting PF	Business consulting
	Intern	Manufacturing & Construction
	UX Designer	Information Technology & Services
	Design Apparentice	Interactive Media
	UI/UX Designer	Information Technology

STUDENT PARTICIPATIONS AWARDS WINNER

	COMPETITION NAME	RESULT
	Stanford Center on Longevity	Top 8 Finalists
	Freepublikan Award 2020	Finalists
	Maltepe University International Student Congress (MUSIC), Istanbul	Paper selected
	D'source International Corona Design Challenge	Winner
	Harvard T.H. Chan School Of Public Health	Field Research
	Core 77 Design Awards	Runner Up
	Connecting Dreams	Winner

NMIMS SCHOOL OF DESIGN

GET IN TOUCH

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Placement Executive
School Of Design,
NMIMS Mumbai
blanche.dias@nmims.edu

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