

# PLACEMENT REPORT

2022 - 2023



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 five-month industry internship in the Year IV last semester. 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.

Third year in a row, we have achieved 100% placements for the 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 Walmart Global Technology Service India, PWC, Axis Bank Freecharge, Human Factors International, MSCI Services Pvt. Ltd, Parallax Labs, SaathHealth, Beyond Design among others. Students were placed across sectors, with 20% recruited by E-commerce company, 20% by consulting firms, 27% in Design Agency, 27% in Banking / Investments, 6% in Healthcare.



As we witness the increasing influence of technology in every aspect of our lives, the Humanising Technology course equips our students to shape the future rather than be passive observers. It prepares them to address the complex challenges of our time, fostering a mindset of continuous learning and adaptability.

The Humanising Technology course stands as a testament to our commitment to providing a holistic education that prepares our students for the challenges of the modern world. It represents an amalgamation of design, technology, and business, recognizing the interconnectedness of these disciplines in today's rapidly evolving landscape. This course is designed to equip students with the necessary skills and knowledge to create technology solutions that not only meet functional requirements but also prioritize the human experience. We believe that in order to build a sustainable and equitable future, we must humanize technology and ensure that it serves the needs of individuals and communities. By blending design principles, technological expertise, and business acumen, this course encourages students to think beyond conventional boundaries. It fosters interdisciplinary collaboration, enabling students to appreciate the perspectives of their peers from various backgrounds. This interdisciplinary approach promotes innovation, as it encourages the exploration of diverse ideas and the synthesis of different skill sets.

We are immensely proud of the achievements of our students who have completed the Humanising Technology course. Their projects have not only demonstrated technical proficiency but also exemplified the human-centered ethos that we strive to instill in all our graduates. They have shown that technology can be a force for good when guided by a deep understanding of human needs and aspirations.

Warm regards,  
Dr Guruprasad Rao



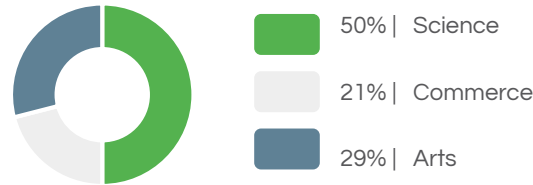
**Dr. Guruprasad Kuppu Rao**

PROFESSOR & DEAN  
NMIMS SCHOOL OF DESIGN

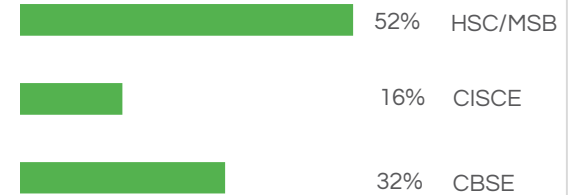
**NMIMS SCHOOL OF DESIGN**

# BATCH PROFILE 2019-23

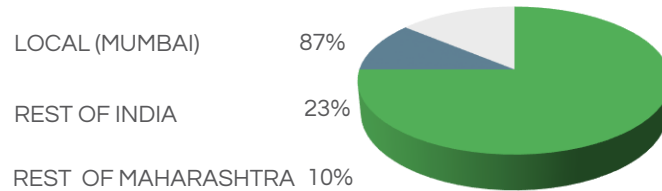
## EDUCATIONAL BACKGROUND



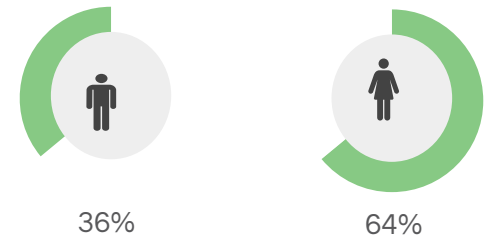
## BOARDS



## GEOGRAPHICAL DIVERSITY



## GENDER RATIO



NMIMS SCHOOL OF DESIGN

# PLACEMENT STATISTICS 2019-23

100% placements

FOR THE THIRD TIME!

HIGHEST SALARY

INR  
20,97,000/-

AVERAGE SALARY

INR  
10,79,953/-

COMPANY PPO'S RECEIVED

93%

## Placement STATISTICS 2019-23

COMPANY	DESIGNATIONS	SECTORS
Walmart Global Tech	Associate Designer	Ecommerce
MSCI Services Private Limited	Analyst	Finance
Parallax Labs	Associate XR Designer	Design Agency
PWC	Associate	Consulting
Axis Bank	Product Designer	Fintech
Human Factors International	Human Factor Specialist	Consulting
Saathhealth	UI /UX Designer	Healthcare
Beyond design	Associate Interaction Designer	Design Studio

NMIMS SCHOOL OF DESIGN

# INTERNSHIP STATISTICS 2019-23

100% Paid Internship

HIGHEST STIPEND

INR  
**1,00,000/-**

AVERAGE SALARY

INR  
**34,715/-**

PAID STIPEND

100%

## INTERNSHIP STATISTICS 2019-23

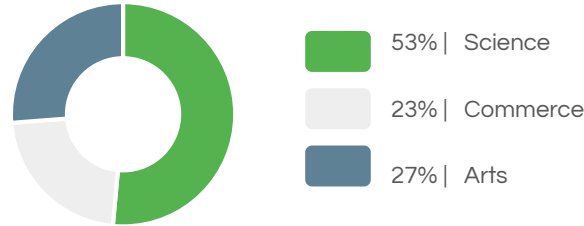
COMPANY	DESIGNATIONS	SECTORS
Walmart Global Tech	Interaction Designer	Ecommerce
MSCI Services Private Limited	Intern	Consulting
Parallax Labs	XR Visual Artist Intern	Design Agency
Ventura Securities Ltd	Design Intern	Investment
Axis Bank	UI/UX Designer Intern	Fintech
Keyideas	UI/UX Design Intern	Design Agency
Saathhealth	UX Designer	Health care
Beyond design	Interaction Design Intern	Design Studio
PWC	Intern	Consulting



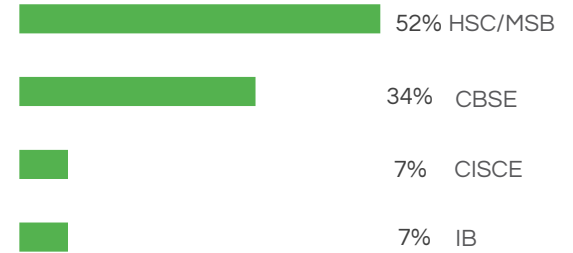
**NMIMS SCHOOL OF DESIGN**

# BATCH PROFILE 2020-24

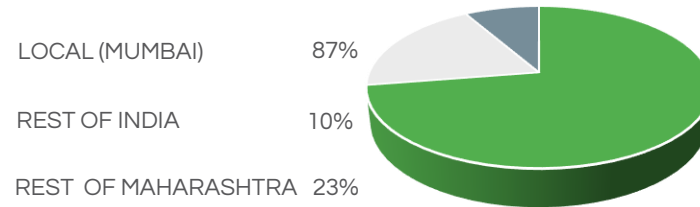
## EDUCATIONAL BACKGROUND



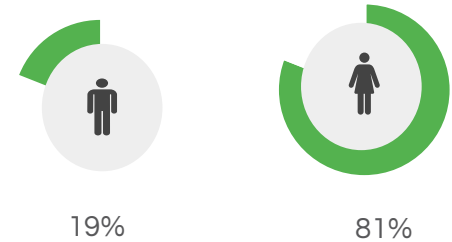
## BOARDS



## GEOGRAPHICAL DIVERSITY



## GENDER RATIO



## NGO STATISTICS 2020-24

NGO NAME

Udaan India Foundation

Urja Foundation

Anamrita Foundation

Community Aid & Sponsorship

Etasha Society

Teach For India

Mantra Theatre Group

Vivekanand Youth Forum

SECTORS

Children

Women

Children

Education

Covid Relief & Mental Health

Children / Education

Education Literacy

Education

NGO NAME

Catalyst for Social Action

Bread Society

Raah Foundation

Idea Foundation

Spark a Change Foundation

Leap for word

Sayog Mitra Mandal

Vidya

Ed Youth Learning Foundation

SECTORS

Children

Education Literacy

Community

Women Empowerment

Education

Children

Disaster Management & Agriculture

Education

Education

## Competitions & Awards

### MS. ZEEL SHAH

Ms. Zeel Shah's project "Unpause Life" won second prize in the Stanford Center on Longevity Design Challenge



## Competitions & Awards



D'source DIC - BHU  
SDGs  
Design  
Challenge B

### MS. AKSHATA CHITNIS

The project titled 'The Warrior in you' won in the Game Design Category. Organized by D'Source-DIC, BHU SDGs Design Challenge (DDSDC).  
Mentor : Dr. Arundhati Guha Thakurta



D'source DIC - BHU  
SDGs  
Design  
Challenge B

### MS. NIKITA BHATNAGAR

The project titled 'Space' won in any field of Design Category. Organized by D'Source-DIC, BHU SDGs Design Challenge (DDSDC).  
Mentor : Dr. Shreya Maulik



### MS. NIHARIKA TRIKHA

Won the Drona Design Award 2022. A distinguished Design award in Game Design category for her project titled 'Vikram-Betal Pachisi'  
Mentor : Dr. Shreya Maulik

## Competitions & Awards



### MS. KASHISH PARMAR & MS. SAKSHI SHIRSEKAR

The project titled 'Chew and Chom' won in the Product Design Category. Organized by CII Design Competition 2022 – Young Designer Award  
Mentor : Dr. Shreya Maulik & Prof. Sajana Ali



### MS. NEHA JOGLEKAR

Awarded as 'Best Intern' of the year 2022-23 from batch 20-24 by Idea Foundation in recognition of her valuable contributions during the NGO Internship in Semester V, May 2022. She worked on projects in the domain of Branding, Packaging, Videography, Photography, Annual report design and Volunteering work.'



### MR. PRIYANSH SINGARA

Grabbed 2<sup>nd</sup> runner-up position out of 4848 registration in the Hero CoLabs App Challenge 2.0 organized by Hero MotoCorp Limited.

## Competitions & Awards



### MS. ASLESHA RAM GUNJAL

Won in the 'Fiesta Art International Online Art Competition and Exhibition 2022'. She received a medal, certificate and a copy of a selection letter by Bindaas artist group, New Delhi.

Mentor : Prof. Siddhesh Shirsekar



### MS. TANYA SWAMINATHAN

Won the Springer Best Paper Award 2022 for her paper titles 'Reducing the Pollution of Mithi River: A Waste Disposal Intervention'. This award was given under the "Innovative Design for Societal Needs" track, presented by the North East Research Conclave held in IIT Guwahati.

Mentor : Dr. Arundhati Guha Thakurta



### MS. RHYTHM GAUBA

Won the Springer Distinguished Paper Award 2022 for her paper titles 'Creative Approaches for Teaching Regional Languages using Non-Linguistic Cues.' at ICoRD'23, IISc Bangalore.

Mentor : Prof. Manisha Phadke

अपने काम और के पास

# जनपथ समाचार

## NMIMS डिजाइन के छात्रा जील शाह ने प्रतिष्ठित स्टैनफोर्ड चैलेंज में दूसरा पुरस्कार जीता

मुंबई । NMIMS स्कूल ऑफ डिजाइन को यह घोषणा करते हुए गर्व तो रहा है कि संस्था की प्रतिभाशाली छात्रा सुशी जील शाह ने प्रतिष्ठित स्टैनफोर्ड सेंटर ऑन लॉन्गटिटी डिजाइन चैलेंज में दूसरा पुरस्कार प्राप्त किया है। स्टैनफोर्ड लॉन्गटिटी डिजाइन चैलेंज 2023 का विषय था स्वास्थ्य अवधि का अनुकूलन था। हर उम्र में अच्छी तरह से रहना। जील ने कलेज के लिए अपने कैम्पस्टोन प्रोजेक्ट के एक भाग के रूप में रजोनिवृत्ति की समस्या का समाधान करने के लिए चुना। पाँच महीनों के दौरान, प्रोफेसर सजना अली के मार्गदर्शन में, जील ने अपने मध्य जीवन में महिलाओं के



लिए रजोनिवृत्ति संक्रमण प्रक्रिया को आसान बनाने के लिए एक व्यापक ग्राम-डिजिटल/डिजिटली दृष्टिकोण का

में स्टैनफोर्ड यूनिवर्सिटी में आयोजित लंबे जीवन के दौरान स्वास्थ्य अवधि को अनुकूलित करने पर ध्यान केंद्रित किया गया इस प्रतियोगिता में दुनिया भर से अग्रतम छात्र टीमों ने भाग लिया।

NMIMS स्कूल ऑफ डिजाइन के प्रोफेसर और टीन डॉ. गुरुप्रसाद कृष्ण राव ने कहा, हमें सुशी जील शाह जैसे अपने छात्रों की उपलब्धियों पर बहुत गर्व है, जो एनएमआईएस स्कूल ऑफ डिजाइन में हमारे द्वारा प्रचारित ग्राम-डिजिटल/डिजिटली दृष्टिकोण का

उदाहरण है। हम अपने छात्र अचिंता चौधरी को भी शॉर्टलिस्ट होने और अपना समाधान प्रस्तुत करने के लिए आमंत्रित करने के लिए बधाई देना चाहते हैं। NMIMS स्कूल ऑफ डिजाइन छात्रों को एक ऐसा वातावरण प्रदान करने का प्रयास करता है जो रचनात्मकता और नवीनता को बढ़ावा देता है। जील ने यह करते हुए अपना अभाव व्यक्त किया, मैं स्टैनफोर्ड के माध्यम से सीधे गए मेरे गुरु, प्रोफेसर सजना अली और डॉ. दानिश पुरियल से प्राप्त अमूल्य समर्थन को स्वीकार करती हूँ, जिन्होंने मेरी परिचयना को परिष्कृत करने में महत्वपूर्ण भूमिका निभाई।



### NMIMS Design Student Wins Second Prize in Prestigious Stanford Challenge



Mumbai, May 18th, 2023 - NMIMS School of Design is proud to announce that Ms. Zeele Shah, a talented student from the institution, has secured the 2nd Prize in the prestigious Stanford Centre on Longevity Design Challenge. The competition, held at Stanford University, focused on optimizing health span during long lives and attracted participation from eight student teams worldwide.



The theme of the Stanford Longevity Design Challenge 2023 was "Optimizing Health Span: Living well at every age." Zeele chose to address the problem of menopause as a part of her capstone project for college. Over the course of two months, under the guidance of Professor Sujana Ali, Zeele developed a comprehensive solution to simplify the menopause transition process for women in their mid-life.

Recognizing the barriers women face in seeking support and obtaining information during the menopause journey, Zeele created a kit named 'Unpause Life'. This innovative solution aimed to provide women in perimenopause and menopause in urban Indian society with a safe space to explore menopause-related topics, promote communication, and enhance accessibility.

The Stanford Centre on Longevity Design Challenge has been a platform for students worldwide to showcase their talent and innovative ideas. Over the past decade, the challenge has awarded significant prizes and helped develop numerous products that promote healthy longevity. The challenge has awarded over \$200,000 in prizes over the past decade, and students from 60 countries have submitted over a thousand ideas, many of which have been developed into valuable products that promote healthy longevity.

Zeele expressed her gratitude by saying, "I acknowledge the invaluable support received from my mentor, Professor Sujana Ali, and Dr. Danish Arieli, assigned via Stanford, who played a crucial role in refining my project."

Dr. Gunprasad Kuppu Rao, Professor & Dean, NMIMS School of Design, said, "We are very proud of the achievements of our students like Ms. Zeele Shah, who exemplify the transdisciplinary approach we promote at NMIMS School of Design. We also wish to congratulate our student, Ms. Acharya Chaudhary, for getting shortlisted and invited to present his solution. NMIMS School of Design endeavours to provide students with an environment that fosters creativity and innovation. We are also proud of the role played by our faculty for the guidance, mentorship, and support throughout the project's development."



**About Neel Acharya** > 17271 Articles  
Neel Acharya is the editor of Business News This Week. He has been covering all the business stories, economy, and corporate updates.



# IN THE SPOTLIGHT!

## Student Testimonial



“

Ms. Rucha Patel – UX Design Intern

### MSCI Services Private Limited

Interning at MSCI was the most empowering experience I have had since I learned about and grew interested in a really significant field. Not only did I meet fantastic individuals with whom I hope to stay in touch, but I also acquired vital hands-on experience in programme management through tools and processes. I was given proper guidance to get a grip on the domain and enough hands-on experience with active projects to allow me to assume responsibility for my work. I am grateful to my mentor and all of the employees I had the pleasure to work with, who guided me every step of the way.

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## Student Testimonial



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Ms. Sakshi Bhagwan Shirsekar – Intern

### **PricewaterhouseCoopers Services LLP**

My PwC internship provided a wealth of knowledge and practical experience. As a fresher in experience consultancy at PwC, it provided a very warm and inviting workplace where I had kind and considerate coworkers. It not only assisted me in sharpening my cognitive abilities but also helped me build my soft skills. I was given the chance to work with a solid team where I could acquire immense knowledge. I had the opportunity to work on a number of well-known brands, which enhanced my professional development. I was offered a chance to travel for work purposes, which gave me a special and invaluable exposure. Nonetheless, I believe that working with PwC will be a significant stride in helping me succeed.

”

## Student Testimonial



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Mr. Saksham Thole– Interaction Design Intern

### Beyond Design

My experience as an Interaction Design Intern in Beyond Design has been phenomenal. The start-up's focus on user-centered design and service design has allowed me to gain valuable knowledge and skills in these areas. I was given the opportunity to work on real projects alongside experienced designers with their constant guidance and support. The team members are all incredibly supportive of each other, and the company truly values work-life balance.

”

## Student Testimonial



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Mr. Akhilesh Joglekar – Interaction Designer

### Walmart Global Tech

During my internship at Walmart, I had the pleasure of working alongside a team of talented and experienced professionals who not only taught me invaluable skills but also helped me grow both personally and professionally. Throughout my internship, I had the opportunity to work on several live projects that challenged me to think creatively and apply my knowledge of design principles to real-world scenarios. One of the things I appreciated most about my internship was the emphasis on collaboration and teamwork. Overall, my internship was an incredibly rewarding experience that exceeded my expectations in every way. I am grateful for the opportunity to have worked with such an amazing team, and I am confident that the skills and knowledge I gained during my internship will serve me well in my future career.



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## Student Testimonial



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Mr. Achintya Chaudhary – Design Intern

### Ventura Securities Ltd.

As a design intern at Ventura, I had the opportunity to learn and grow in a dynamic and challenging environment. Working on a variety of projects allowed me to gain experience in many different areas of design, from UI/UX design to graphic design. I was given the opportunity to contribute to live projects and was encouraged to share my ideas and provide feedback on the work of others. The team was incredibly supportive and always willing to help me learn and grow. They provided me with valuable feedback and guidance, helping me to improve my skills and become a better designer.

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## Student Testimonial



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Ms. Sparsha Gorantla – Product Design Intern

### Axis Bank Freecharge

I got an opportunity to intern at Axis Freecharge, and it was an incredible experience. The team at Freecharge was extremely collaborative and approachable to all my queries and gave me the opportunity to contribute my ideas and insights to every project. Apart from the guidance and feedback from the team members, internal activities such as Bankathon gave me a real insight into the industry and how cross functional teams work. This exposure allowed me to see tangible impact on my work, which was highly satisfying. Overall, my internship at Axis Freecharge was an enriching experience that equipped me with practical skills. I look forward to applying my learning to all my future projects.

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## Company Testimonial

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Mr. Sumeet Wilankar

### MSCI Services Private Limited

We are happy to welcome Kashish Parmar & Rucha Patel to the UX team at MSCI. Both have shown great attitude and sense of purpose throughout their earlier internship period. Kudos to NMIMS School of Design as well for the 360° design grooming which helps students start their careers with confidence.

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## Company Testimonial




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Mr. Aizaz Rafiq

### Axis Bank

NMIMS SOD, where creativity reigns supreme, and people graduate with design superpowers. Our partnership with SOD has been an adventure filled with countless inspirations. People like Rhythm, Saima and Arushi have proved their metal on ground and we have just hired two more design graduates full time for third year in a row.



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## Company Testimonial

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Ms. Shrutika Gharge

### Beyond Design

NMIMS placement has proven to be an invaluable partner in connecting Beyond with bright and talented individuals. The entire process is smooth and efficient as well! We were thoroughly impressed with the students work ethic, communication and willingness to learn and grow! We've had the privilege of hiring several students that have proven to be valuable assets to our organisation.

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## Company Testimonial

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Ms. Aditi Hazra Ganju

### Saath Health

Saathealth has had the pleasure of hosting students from NMIMS school of design for their final year internships 3 years running. Several of these students have also continued working with us as fresh recruits even beyond their graduation. Our experience has been wonderful and all 3 candidates were excellent contributors to our team. There are several factors that set the students from NMIMS apart from other design schools we've recruited from- the first is that they are well trained in the design process, so any task given to them is systematically broken down into mapping the end user journey, understanding their needs and suggesting design solutions to address it. The second is that discipline and rigour is ingrained into them from their teachers, so the resulting work ethic they bring is a refreshing change from other schools where students are not taught accountability. We hope they keep up this standard of teaching and preparing students for a professional career and we look forward to a long and fruitful association!

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## Company Testimonial

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Ms. Vrunali Shirsekar

### Parallax Labs

One trait that stands out about these interns is their remarkable adaptability. Their ability to grasp complex concepts and adapt to new technologies and tools has been commendable. Their unwavering passion for creating user-friendly designs truly sets these interns apart. It is evident that their college education instilled in them a deep understanding of the importance of empathizing with users and designing solutions that cater to their needs. Their commitment to putting users at the forefront of their design process is both inspiring and refreshing. Furthermore, these interns have also demonstrated great teamwork and collaboration skills. Overall, it was an absolute pleasure to work with such talented individuals, and I am confident that their future endeavours will be nothing short of remarkable

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NMIMS SCHOOL OF DESIGN

GET IN  
TOUCH

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### PLACEMENT OFFICE

Blanche Dias  
Placement Executive  
School Of Design,  
NMIMS Mumbai  
[blanche.dias@nmims.edu](mailto:blanche.dias@nmims.edu)

### ADDRESS

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 [www.twitter.com/NMIMSSOD](http://www.twitter.com/NMIMSSOD)

 [www.facebook.com/NMIMS.Design](http://www.facebook.com/NMIMS.Design)