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Born: September, 1990

Languages known: English, Hindi

Present Occupation: Assistant Professor, Design and Innovation, Jamia Millia Islamia, Jamia Nagar, Delhi - 110025

Interests: User Experience Design, Culture and Design, Design Research, Graphic Design, Textile Design

Education:

1. Doctor of Philosophy (2016-2019), Department of Design, Indian Institute of Technology, Guwahati, Assam.
Thesis title: Exploring integration of traditional and digital textiles and experimenting its role for non-verbal communication in the social space of users
2. Master of Design (2014-16), Indian Institute of Information Technology, Design and Manufacturing, IIITDMJ Jabalpur (MP), CPI 8.9
Thesis title: Cross-Cultural Preferences for Natural Colours in Indian Context
3. Bachelor of Design (Textiles, 2008-12), National Institute of Fashion Technology, Chennai (TN), CPI 9.0
4. Senior Secondary (CBSE, 2008), JVM Shyamali, Ranchi (JH), 84.4% (PCB, Biotechnology)
5. Secondary (CBSE, 2006), JVM Shyamali Ranchi (JH), 92.8%

Design and Teaching Experience:

1. Assistant Professor, Fashion Communication, NIFT Delhi (Nov 21-Oct 22) – Teaching, Research and Evaluation
2. Faculty Associate, Design Discipline, IIITDM Jabalpur, MP (March – October 2021) – Design Research and evaluation
3. Assistant Professor, Design at U.P. Institute of Design, Noida (Dec, 2020 – March 2021) – Involved in teaching CDS 115 Creative Visualisation Techniques and CDS 111 Introduction to Design to B.Design Semester 1 students and BDS 512 Representation Techniques to M.Design Semester 1 students.
4. Visiting Faculty at the Department of Design, State University of Performing and Visual Arts, Rohtak Haryana. November 2019. Conducted workshop on CV and Portfolio development.
5. Intern, Graphic Design- Cicada Media Pvt Ltd, Bangalore (May – July, 2015) - Social Media Graphics, Brand Promotion Strategy, Identity Design, Icon Design, Packaging, Digital Media Trend Analysis (<http://www.sprysocial.com/>)
6. Design Associate, Design and Coordination of National Salt Satyagraha Memorial, Industrial Design Centre, Indian Institute of Technology, Powai, Mumbai (Feb-Dec, 2013) - Visualisation of various design elements; Organising and support activities for the Dandi Marchers' International Workshop (<http://www.dandimemorial.in/>)
7. Design Trainee, DIMORA, Punikim Textiles Pvt Ltd, Lower Parel, Mumbai (July'12-Jan'13) - Design coordination for trade fairs - Heimtex'13 (Frankfurt, Germany), Acetech'12 (Goregaon, Mumbai) and In-house retail exhibitions. Coordinating for custom interior furnishing- colour, fabric, trims design and execution. (<http://www.dimorafurnishings.com>)

Teaching Assistantship:

1. DD 411-Design Management and Professional Practice and DD 607-Creativity and Innovation 2017, Department of Design, IIT Guwahati, Assam – Involved in organising lectures, presentations and assisting evaluation
2. Summer & Winter Internship, UE-HCI Lab, 2017, Department of Design, IIT Guwahati, Assam
3. DS 577-Design Workshop II, 2016, Design Discipline, IIITDMJ, Jabalpur – Mentored student projects on product packaging design, hand held product design, product design from waste and prototyping
4. MN 302 (II)-Fabrication Project, 2015, Design Discipline, IIITDMJ, Jabalpur – Assisted mentoring for B.Tech. final year student projects for prototyping of designs for the specially-abled
5. DS 106-Software Skills and DS 576-Design Workshop II, 2015, Design Discipline, IIITDMJ, Jabalpur – Instruction of graphic design and software skills on Adobe Photoshop, Designed assignment schedule, Assessment of student projects on packaging and brochure design

Publications:

1. Deepshikha. 2023. Teaching creativity as a fundamental design practice. 9th International Conference on Research Into Design 9 - 11 January 2023. Indian Institute of Science, Bangalore, India.
2. Deepshikha. 2023. Relevance of textile Wash-care symbols in context of India. 9th International Conference on Research Into Design 9 - 11 January 2023. Indian Institute of Science, Bangalore, India.
3. Jyoti Pal and Deepshikha. 2022. Future of Handloom and Handicraft traditions of India: A trend study. National Conference Indian Handloom & Handicrafts: Sustaining Cultural Heritage, August 5-6, 2022. NIFT Kangra, HP, India.
4. Deepshikha, 2022. Handloom and Handicrafts: Surviving the Covid-19 Pandemic. In the proceedings of Reinvigorate 2022, International Conference on Lifestyle Products and Accessories, NIFT Hyderabad, India, January 28-29, 2022.
5. Deepshikha, 2022. Design and creativity in Fashion, Textiles and Accessories domain. In the proceedings of Virtual International Conference - Tracing Seventy-Five Years of Indian Fashion Post Independence. NIFT Gandhinagar, January 20-21, 2022.
6. Deepshikha, 2022. Experientially designed Lifestyle products and accessories. In the proceedings of Virtual International Conference - Tracing Seventy-Five Years of Indian Fashion Post Independence. NIFT Gandhinagar, January 20-21, 2022.
7. Deepshikha, 2021. Handwoven Silk Textiles of Jharkhand. In Oum Kumari, Pratibha Mishra and Saurav Sharma (Eds.). Local for Global: Future of Craft & Design. Pp. 1-19. ABS Books, Delhi. ISBN 978-93-91002-51-0
8. Deepshikha. 2020. Cultural probe into colour preferences for home interiors amongst Indian youth. In: Proceedings of the International Colour Association (AIC) Conference 2020. Avignon, France. AIC, 307-311. ISBN: 987-0-6484724-2-1
9. Deepshikha and Yammiyavar P. Role of digital crafts for nonverbal self-expression in the Indian social space. Design-Tech June 18-19, 2019. Pp. 29-39. Technion, Israel Institute of Technology, Haifa, Israel. ISBN: 978-965-572-991-7
10. Deepshikha and Yammiyavar P. 2019. Expressions of traditional textiles of India— A cultural probe. International Journal of Affective Engineering. Vol. 18, Iss. 2, Pp. 101-107. Japan Society of Kansei Engineering. Tokyo, Japan. DOI: <https://doi.org/10.5057/ijae.IJAE-D-18-00016>
11. Deepshikha and Yammiyavar P. 2018. Interactive Textiles: Significance and Social Acceptance. In the proceedings of Human-Work Interaction Design (HWID'18) – Designing Engaging Automation 5th IFIP WG 13.6 Working Conference, August 20-21, 2018. Aalto University, Espoo, Finland.
12. Deepshikha and Yammiyavar P. 2018. Empowering textile crafts through the Internet of Things technology. In Proceedings of the Third International Conference ICT for Sustainable Development (ICT4SD), August 30-31, 2018. Goa, India. Advances in Intelligent Systems and Computing. Vol 933. Springer, Singapore. https://doi.org/10.1007/978-981-13-7166-0_50 SCOPUS
13. Deepshikha and Yammiyavar P. 2018 A Comparative Study of Attitude Formation During Online and Real-Life Socialization and Its Implications on Design of Textile Wearables. In Proceedings of the 7th International Conference on Kansei Engineering and Emotion Research 2018. KEER 2018, Kuching, Malaysia. Advances in Intelligent Systems and Computing, vol 739, pp 85-93. Springer, Singapore. DOI: https://doi.org/10.1007/978-981-10-8612-0_10 SCOPUS
14. Deepshikha, Yammiyavar P. and Nath N. 2018. Textiles as communicating links for cultural traditions. In Proceedings of the 7th International Conference on Kansei Engineering and Emotion Research 2018. KEER 2018, Kuching, Malaysia. Advances in Intelligent Systems and Computing, vol 739, pp 168-177. Springer, Singapore. DOI: https://doi.org/10.1007/978-981-10-8612-0_19 SCOPUS
15. Deepshikha, Yammiyavar P. and Nath N. 2017. Smart textile trends and their implications in digitizing craft traditions. In Proceedings of International Conference on Recent Trends and Sustainability in Crafts and Design- A treatise on recent trends and sustainability in crafts and design. IICD 2017, Jaipur, India. ISBN: 978-93-86724-21-2.
16. Deepshikha, Nath N. and Yammiyavar P. 2017. Moods Evoked by Traditional Indian Textiles - An Exploratory Study; International Conference on Creativity and Cognition in Art and Design, ICCAD, NIMHANS. Bangalore: Bloomsbury India, 2017.
17. Yammiyavar P. and Deepshikha (2018) Exploring Potential of Traditionally Crafted Textiles to Transform into e-Wearables for Use in Socio-cultural Space. In: Barricelli B. et al. (eds) Human Work Interaction Design. Designing

Engaging Automation. HWID 2018. IFIP Advances in Information and Communication Technology, vol 544. Springer, Cham. DOI: <https://doi.org/10.1007/978-3-030-05297-3> SCOPUS

Posters and Demos:

1. Deepshikha. 2020. Textile crafts: The middle path. International AIC 2020 Conference. Association of Color International. November 2020, Avignon, France.
2. Deepshikha and Yammiyavar P. Traditionally crafted digital interfaces. ACM SIGCHI International Conference on Interactive Surfaces and Spaces. November 25-28, 2018. Tokyo, Japan. (Poster – Extended Abstract)
3. Deepshikha and Yammiyavar P. Crafting textiles of the digital era. ACM SIGCHI International Conference on Interactive Surfaces and Spaces. November 25-28, 2018. Tokyo, Japan. (Demo – Extended Abstract)
4. Deepshikha, Nath N. and Yammiyavar P. Indian Textiles as Wearables – An Exploration of their potential in the IOT space, Research Conclave, March 16-19, 2017, IIT Guwahati, Assam, India. (Poster presentation)
5. Deepshikha. 'I' Conceptual Art Installation (2016). Typoday 2016, Industrial Design Centre, IIT Bombay, MH, India. (Poster Presentation)

Newsletters:

1. Deepshikha (2016). Footwear for Construction Workers. Design for All Institute of India. February 2016. Issue Vol-11 No-2. Pages 25-49. Url: <http://www.designforall.in/newsletterfeb2016.pdf>
2. Deepshikha (2015). Spitometer- Spit Sensing Device for Public Places. Electronics Maker. July 2015. Issue 230 Vol. No. 20. Pages 46-48. Url: <http://www.youblisher.com/p/1172478-Electronics-Maker-July-2015-issue/>

Projects:

1. Visionxt, NIFT Delhi (July - October 2022) – Trendpotting, Website development, Social Media and student participation

Awards, Achievements and Positions held:

1. Design History Society Student Travel Award 2019 for attending Design Tech 2019, Haifa, Israel
2. ACM SIGCHI Gary Marsden Student Development Fund, Interactive Surfaces and Spaces 2018, Tokyo, Japan
3. Second Prize – Design enabled Digital Technology for Social Impact, Delhi Design Festival, March, 2018, Delhi
4. IIT Guwahati Institute Scholarship as Teaching Assistantship for qualifying CEED to pursue PhD 2016-2019
5. Notional Prize, Certificate of Merit, 2014-15, Master of Design, Design Discipline, IIITDMJ, Jabalpur, MP
6. IIITDM Jabalpur Institute Scholarship, Teaching Assistantship for qualifying CEED to study Master of Design 2014-16
7. Best Graduation Project Award 2012 for the project 'Parallel...capturing austerity', NIFT, Chennai, TN
8. Core Team, Annual Cultural Fest – Spectrum, 2009-2011, NIFT, Chennai, TN
9. Exchange Programme from NIFT Chennai - Swiss Textile College, Zurich/ Watwil, Switzerland, May 2010
10. Treasurer – Cultural Club, 2009, NIFT, Chennai, TN
11. Joint Secretary – Literary Club, 2008, NIFT, Chennai, TN

Few Academic Projects undertaken at the Design Discipline, IIITDMJ Jabalpur during Master's education:

1. Master's Thesis on 'Cross-Cultural Preferences for Natural Colours in Indian Context' - The project investigates the choice of users for personal home interior colours from a wide range of naturally made colours for a sustainable approach. The cultural colour model derived demonstrates contemporary colour preferences of the Indian users.
2. Mobile App design - To design and develop a mobile application for the handloom weavers facilitating direct sale from the place of manufacture to the customer. The project was awarded second for 'Design enabled Digital Technology for Social Impact' during Delhi Design Festival, 2018.
3. Footwear for unorganised construction labourers from discarded rubber tyres as personal protective equipment (up-scaled design from waste). The design is minimal creating a symbiotic cover to protect from hazardous material exposure and with feasible manufacturing.
4. Ergonomics - Design for elderly for navigation in the dark. Ergonomic Analysis of park bench seating.
5. Conceptual Visual Identity Design and Guidelines for Handloom Export Promotion Council, India

Few Academic Projects and Programmes undertaken at NIFT, Chennai during Bachelor's education:

1. **Graduation Project (18 weeks, Nov'11 – March'12)** - Ambadi Enterprises Ltd, Murugappa Group Gurgaon, Delhi - Two graduation award winning decorative cushion collections with detailed surface exploration were developed. Design coordination for Heimtex'12, Frankfurt, Germany and New York March Market Week'12.
2. Internship (8 weeks, May-June, 2011) - JHARCRAFT, Ranchi- Jharkhand Silk Textile and Handicraft Development Corporation Ltd (Bhagaiya Craft Cluster) - Development of light weight transparent sarees using mulberry silk, light weight stoles with heavy borders using *katia* and *geecha tasar* silk yarns.
3. **Exchange Programme - Swiss Textile College, Zurich/Watwil, Switzerland (May 2010)** - Textile Marketing, Technical Textiles, Non-Woven, Trend Analysis, Garment Construction, Knitwear, Lectra (Modaris, Kaledo) and Technological advancements in Textiles, Industrial Visit- Mammot and Calida, Educational visit - SEFAR, EMPA and St Gallens.

Software Skills:

Adobe - Photoshop, Illustrator, Indesign. Statistical Package for Social Sciences.

Conferences Attended:

1. Reinvigorate, International Conference on Lifestyle Products and Accessories, NIFT Hyderabad, India, January 2022
2. Virtual International Conference - Tracing Seventy Five Years of Indian Fashion Post Independence. NIFT Gandhinagar, January 20-21, 2022.
3. Association of Color International, AIC 2020. November 2020, Avignon, France. (Virtual)
4. International Conference on Design and Technology, Design-Tech, Technion, Haifa, Israel, 2019
5. ACM SIGCHI Interactive Surfaces and Spaces, Tokyo, Japan, 2018
6. International Conference on Kansei Engineering and Emotion Research, Kuching, Malaysia, 2018
7. International Conference on Recent Trends and Sustainability in Crafts & Design, IICD Jaipur, Rajasthan, India, 2017
8. International Conference on Creativity and Cognition in Art and Design, NIMHANS Bangalore, Karnataka, India, 2017
9. International Conference on Research into Design, IIT Guwahati, Assam, India, 2017

Workshops attended:

1. Universal Human Values, Online FDP workshop by AICTE, February 2021
2. Computational Augmented Reality Displays, ACM ISS 2018, Tokyo, Japan
3. Approaching Aesthetics on User Interface and Interaction Design, ACM ISS 2018, Tokyo, Japan
4. Sensitization Workshop on Technological Empowerment of Women, November 2017, IIT Guwahati, Assam, India
5. Creative Idea Generation Techniques for Innovative Package Design, ICCCAD 2017, NIMHANS Bangalore, (KA) India
6. Research Conclave, March 2017, IIT Guwahati, Assam, India
7. Intellectual Property Rights Workshop, November 2016, IIT Guwahati, Assam, India
8. Statistical Methodologies, November 2016, Department of Design, IIT Guwahati, Assam, India
9. Design Workshop, December 2014, Design Discipline, IIITDMJ, Jabalpur, MP, India
10. Dandi Marcher's International Sculptors' Workshop, November-December 2013, IDC, IIT Bombay, (MH) India

References:

1. Prof. Lalit Kumar Das, Former Head IDDC, IIT Delhi. Email id: lalitdas@gmail.com
2. Prof. M. Vasantha, Campus Academic Coordinator, NIFT, Chennai. Email id: vasantha.muthian@nift.ac.in
3. Dr. G. Krishnaraj, Associate Professor. Textile Design. NIFT, Chennai. Email: krishnaraj.g@nift.ac.in