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# UID

## SEPTEMBER 2023



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# From The HOI's Desk

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**“I Think The Success Of Any School Or Institution Can Be Measured By The Contribution Of The Alumni.”**

**- John Fitzgerald Kennedy**

(President Of Usa 1961 – 963)

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Uid Alumni Are Our International And National Ambassadors. Alumni Serve Many Valuable Roles; Most Importantly Helping Create And Expand Uid's Brand Value. Our Aim Has Always Been To Provide The Alumni Network With Resources, Support, Forums, Activities Etc. As They Are Our Most Invaluable Assets. They Help Us To Develop Linkages With Key Stakeholders, Design Community, Industry And Universities Abroad.

We Recognize The Immense Value Of Maintaining Good Relations With The Alumni Which Is Inevitable For The Success Of Uid's Overall Mission & Vision Of Being The Best Design School In The Country. This Bonhomie Creates A Sense Of Belonging Among The Alumni Towards Their University, Resulting In The Creation Of A Lifelong Community.

For Building A Strong And Vibrant Alumni Network, We Need To Engage With Them Periodically, Curate Alumni Talks, Involve Them For Placement Talks To Share Their Success Stories Which Are Both Inspirational And Aspirational. Alumni Even Help Students Get Placed At Their Respective Organizations. Alumni Develop Strong Bonds When Their 'Alma Mater' And The University Appreciates And Recognizes Their Contribution And Success Stories.



## **Importance Of Alumni Association**

Ku Alumni Association Offers A Number Of Career-building Services To The Alumni To Help Them Advance In Their Avowed Career Pathways. We Encourage Alumni To Avail Free Access To University Infrastructures, Like Libraries, Research Labs, And Business Incubators. This Enhances The Students' Experience And Give Them That Competitive Edge In Today's Tough Job Market. The Alumni Network Of A College Is One Of The Biggest Sources Of Placement Opportunities To The Students.

Keep In Touch And What Better To Relive Your Journey With Us During Reunions / Alumni Engagements

Uid Wishes For Your Happy, Healthy, And Prosperous Future. We Are Very Proud Of You For Reaching Monumental Heights In Your Career Pathways.

**By: Col. Surojit Bose, Head Of Institution And Director, Uid.**

# A Journey In The City Of Fashion



Divya At Her Graduation Ceremony In New York.  
Picture Courtesy : Divya Kaurani

My Academic Journey Has Been An Incredible Adventure, Taking Me From The Creative Design Studios Of Karnavati University To The Bustling Fashion Hub Of New York City. It Culminated In The Successful Completion Of My Master's In Professional Studies In Fashion Marketing At Lim College, New York. This Is The Story Of My Transformation From A Design Enthusiast To A Fashion Marketing Professional.

My Voyage Into The World Of Fashion Commenced During My Undergraduate Years At Karnavati University. There, I Pursued A Degree In Design, And Those Formative Years Were A Canvas For Artistic Exploration. I Immersed Myself In Sketching, Draping, And Creation, Nurturing An Appreciation For The Aesthetics, Craftsmanship, And Innovation That Define The Fashion World. Yet, Amid The Joys Of Design, I Sensed That My Interests Reached Beyond This Creative Sphere. It Was A Desire To Unravel The Enigmatic World Of Fashion Marketing Metrics That Ignited My Ambitions.



Divya At Her Graduation Ceremony In New York  
Picture Courtesy : Divya Kaurani

My Decision To Pursue A Master's Degree At Lim College In The Heart Of New York City Marked A Pivotal Moment. As An International Student, The Transition Was Both Challenging And Full Of Opportunities. The City's Dynamism, Diversity, And Fashion-forward Culture Provided The Perfect Backdrop For My Academic Aspirations. At Lim College, I Dived Headfirst Into The World Of Marketing, Delving Into The Subtleties Of Customer Behavior, Trend Research, And Fashion-specific Branding Techniques. The Experience Was Not Only Enlightening But Also Equipped Me With The Skills Needed To Thrive In This Fiercely Competitive Sector.

During My Academic Journey, I Had The Privilege Of Interning As A Business Development Intern At The Luxury Marketing Council. In This Role, I Played A Pivotal Part In Crafting A Content Strategy By Conducting Competitive Analysis, Identifying Content Gaps, And Recommending Filters Tailored To The Luxury Brand's Target Audience. I Adeptly Managed The Website's Backend, Facilitating Seamless Content Upgrades And Implementing Website Modifications To Enhance The User Experience.

My Journey Has Not Only Broadened My Horizons But Has Also Instilled In Me The Belief That, As An International Student, I Bring

A Unique Perspective To The Fashion Industry. Armed With Creativity, Analytical Thinking, And A Profound Understanding Of Marketing Metrics, I Am Poised To Make A Meaningful Impact In The Dynamic World Of Fashion Marketing. The Lessons Learned, Experiences Gained, And Friendships Forged Along This Journey Are Treasures I Will Carry With Me As I Step Into Exciting New Chapters In My Career.

My Academic Journey, Spanning From The Design Studios Of Karnavati University To The Vibrant Streets Of New York City, Has Been A Transformative Odyssey. It Has Shaped Me Into A Fashion Marketing Professional With A Profound Appreciation For Both The Creative And Analytical Facets Of The Industry. With Unwavering Enthusiasm, I Look Forward To Contributing My Unique Perspective To The Ever-evolving World Of Fashion Marketing, Armed With The Knowledge And Experiences Gained On This Remarkable Journey.

**By- Divya Chandresh Kaurani, Alumni- Class Of 2022, B. Des Fashion Design, Uid.**



# Threads of Sustainability and Art of Fashion: A multi destination Journey



Anirudh With His Models At The Pepe Jeans Show  
Picture Courtesy: Anirudh Garg

I Am Anirudh Garg, On A Diverse Educational Journey In Fashion. With A Bachelor's From Uid Gandhinagar And Fashion E-business Management From Nift Delhi, I Now Pursue A Master's In Apparel Design At Nid Gandhinagar, Gaining A Holistic Industry Perspective.

My Journey Is Adorned With Accolades, Including The 'Pepe Jeans London Fashion Design Of The Year' Award And Recognition In The World Of Wearable Art, Netherlands. Triumphant As A Designer In The Miss India Khadi Competition And 'Chal Dhal' Further Bolstered My Confidence.

Devoted To Sustainable Fashion, I Lead Two Impactful Projects, 'Vastraansh,' A Self-initiated Endeavor To Rescue Discarded Garments From Reaching Landfills. Recently Backed By Ssip, This Project Employs Various Avenues To Salvage Unwanted Clothing. Simultaneously, I Am Engaged With Citta India, Contributing To A Livelihood Project Empowering Women In Jaisalmer.





Anirudh's Design At The Wow Show  
Picture Courtesy: Anirudh Garg



Anirudh Working With Women From Jaisalmer  
Picture Courtesy: Anirudh Garg

This Initiative Enables Them To Create Marketable Local Handicrafts, Revitalizing Dying Art Forms And Fostering Economic Autonomy By Imparting Them With Diverse Skills, Financial Literacy, And Digital Proficiency. My Responsibilities Encompass Training 300 Woman Artisans, Nurturing Their Skill Development And Personal Growth, And Collaboratively Designing Collections Adhering To Industry Standards.

Through These Initiatives, I Aspire To Create A Conscious Society That Embraces Fashion Without Harmful Consequences. My Guiding Principles Are Sustainability, Upcycling, And Resource Management, Driving Me To Promote Conscious Buying And Usage Patterns. My Ultimate Goal Is To Contribute To An Industry Where Fashion Doesn't Come At The Cost Of Ethical And Environmental Values.

**By: Anirudh Garg, Alumni- Class Of 2020, Department Of Fashion & Lifestyle, Uid.**

# An Odyssey From Aspiring Artist To Animation Virtuoso



Mr Aman Patel At Vaibhav Studios  
Picture Courtesy: Aman Patel

Greetings To My Alma Mater And The Vibrant Community Of Creative Minds!

As I Journey Back In Time, The Corridors Of The Unitedworld Institute Of Design Resonate With The Echoes Of My Beginnings. It Was A Pioneering Chapter In My Life, One Where I Became A Part Of The Inaugural Batch Brimming With Aspirations, In The Realms Of Animation And Filmmaking.

My College Days Were A Canvas Of Discovery, As I Evolved From An Aspiring Artist To A Skilled Visual Storyteller. The Foundational Phase, Meticulously Designed, Instilled In Me The Essence Of Art, Sketching, Observation, And Decision-making. Among Fellow Pioneers, I Realized The Power Of Collaboration And The Magic Of Collective Creation.

The Academic Voyage Unfurled The Enchanting World Of Animation. Pivotal Experiences Intertwined With Guidance From



Stills From Disney Project Done At Vaibhav Studios  
Picture Courtesy: Aman Patel

Mentors Etched The Core Of My Creativity. A Project, A Symphony Of Light And Shadows, Marked My Transformation Into A Storyteller Transcending The Boundaries Of Language And Culture.

The Chronicles Of My Journey Unfolded With Milestones That Embellished My Path. Today, At The Crossroads, I Find Myself At Vaibhav Studios, Mumbai. Embracing The Role Of A Multi-disciplinary Artist, I Have Been Privileged To Contribute To The Studio's Upcoming Feature Film, "Return Of The Jungle." Collaborations With Industry Giants Such As Disney India And Air India, And Even My Contribution To The Hollywood Gem, "Landscape With Invisible Hands," Have Expanded The Horizons Of My Creativity.

To All The Aspiring Animation Enthusiasts Embarking On This Exciting Path, I Offer These Pearls Of Wisdom From My Journey: My College Days Etched Essential Animation Success Traits Into My Core - The Enchantment Of Storytelling, The Power Of Collaboration, And The Strength Of Patience. These Lessons Are The Compass Steering My Animation Journey, Helping Me Craft Captivating Stories And Characters In An Ever-evolving Industry.

I've Also Learned That This Dynamic Realm Has No Rigid Path. Flexibility To Adapt And The Enthusiasm To Embrace Any Process With A Joyful Spirit Are Vital For Sustained Happiness And Growth. So, Remember To Keep Smiling, Always

I Extend My Gratitude To My College For Nurturing My Foundation. To Mentors And Supporters, My Heartfelt Thanks For Shaping My Path. As I Stand On The Precipice Of The Future, The Fusion Of My College's Teachings With My Endeavors Fortifies Me. With This Blend, I Step Forward Into The Boundless Expanse Of What Lies Ahead.

With Creativity As My Compass,

**By: Aman Patel, Alumni- Class Of 2021, Department Of Animation & Digital Media, Uid.**



# Constructing Visual Experiences That Transcend Boundaries



Kiran Eapen

Picture Courtesy: Kiran Eapen

In The Realm Of Creative Expression, There Are Individuals Who Possess The Innate Ability To Breathe Life Into Their Visions. Kiran Eapen, A Distinguished Graphic Designer And Illustrator, Stands At The Forefront Of This Dynamic Field, Leaving An Indelible Mark On The Canvas Of Visual Storytelling. Hailing From The 2016-2020 Batch Of Uid, Karnavati University, Kiran's Journey From A Student To An Accomplished Professional Serves As An Inspiration To Aspiring Artists Worldwide. Presently Stationed In The Vibrant City Of Dubai, Kiran's Role As An Art Supervisor At "You Experience," A Pioneering Digital Marketing Transformation Agency, Is A Testament To His Remarkable Talent And Unwavering Dedication. Kiran's Artistic Odyssey Commenced Within The Walls Of Uid, Where He Diligently Honed His Skills And Nurtured His Creative Instincts. The Nurturing Environment Of The University Provided Him With A Platform To Experiment, Learn, And Flourish. His Academic Years Were Marked By An Insatiable Curiosity, A Willingness To Embrace Challenges, And An Unquenchable Thirst For Innovation – Attributes That Have Come To Define His Professional Trajectory. Upon Graduation, Kiran Embarked On A Journey That Led Him To The Dynamic Realm Of Graphic Design And Illustration. His Portfolio, A Visual Symphony Of Colours,

Shapes, And Emotions, Caught The Attention Of Industry Stalwarts. This Eventually Paved The Way For His Current Role As An Art Supervisor At "You Experience." This Innovative Agency Goes Beyond Conventional Marketing Paradigms, Understanding That Modern Consumers Crave Experiences Over Mere Products. Kiran's Role Involves Orchestrating Visually Stunning Campaigns, Seamlessly Merging On-ground And Digital Elements To Craft Captivating Narratives That Resonate Deeply With The Audience.

Dubai, The City Of Dreams, Serves As The Backdrop To Kiran's Creative Endeavours. The Multicultural Milieu Of The City, With Its Fusion Of Traditions And Modernity, Perfectly Aligns With His Eclectic Style. His Work Often Draws Inspiration From The City's Skyline, The Interplay Of Light And Shadow In Its Bustling Streets, And The Vibrant Tapestry Of Cultures That Converge Within Its Boundaries. This Synergy Between Kiran's Artistry And His Surroundings Adds A Layer Of Authenticity To His Creations That Is Truly Unmatched. As Kiran Continues To Make Strides In His Career, He Remains Deeply Connected To His Roots. His Association With Uid, Karnavati University, Remains A Source Of Pride And Gratitude. He Often Collaborates With The University, Conducting Workshops And Sharing His Insights With The Budding Artists Who Walk The Same Halls He Once Did. Kiran Firmly Believes In Paying Forward The Knowledge And Experiences That Have Shaped Him, A Philosophy That Reflects His Humility And Commitment To The Artistic Community. His Journey From A Student To An Art Supervisor At "You Experience" Showcases The Power Of Passion, Perseverance, And A Relentless Pursuit Of Excellence. As He Continues To Make His Mark In The Creative Industry, There Is No Doubt That Kiran Eapen's Journey Is Far From Over, And His Future Endeavours Will Undoubtedly Be As Awe-inspiring As His Achievements.

**By: Kiran Eapen, Alumni- Class Of 2020, B. Des Communication Design, Uid & Sandipan Bhattacharjee, Assistant Professor, Department Of Communication Design, Uid.**

# Empowering Entrepreneurs And Redefining Success



Nihar Acharya

Picture Courtesy: Nihar Acharya

In the realm of academia, few experiences are as transformative and empowering as being part of a dynamic and inclusive program that nurtures young minds, shapes their aspirations, and equips them to thrive in the real world. Nihar Acharya, a distinguished alumnus of the 2016-2020 batch at UID, Karnavati University, stands as a shining testament to the potential unlocked by such an education. As an entrepreneur who has not only embraced his journey but also catalyzed it with his experiences, Nihar Acharya's story is one of relentless pursuit, unwavering commitment, and monumental achievements. Nihar Acharya's journey through the corridors of UID, Karnavati University, from 2016 to 2020, was more than just a period of academic pursuit. It was a transformative experience that provided him with a launchpad for his entrepreneurial dreams. As he succinctly puts it, "The experience has been life-changing and has given me the confidence to take my business to the next level." The knowledge and skills he acquired during his tenure have proven invaluable in propelling his entrepreneurial endeavours. Armed with a robust foundation in business development and

management, Acharya has not only taken his business to new heights but also endeavoured to make a lasting positive impact in his industry.

Nihar's remarkable journey post-graduation speaks volumes about the effectiveness of the education he received. One standout testament to his growth is his unreserved recommendation of **the Stanford Seed Spark Program**. This initiative, aimed at empowering high-potential early-stage entrepreneurs, mirrors Acharya's own trajectory. He passionately advocates for the program, highlighting its comprehensive and hands-on approach to business development, as well as the unparalleled networking opportunities it offers. As he continues to forge ahead on his entrepreneurial path, armed with the skills and knowledge acquired during his time at UID, Acharya's story serves as a guiding light for others who seek to harness education as a catalyst for personal and professional growth. His endorsement of the Stanford Seed Spark Program is not just a recommendation but a testament to the transformative power of programs that foster innovation, learning, and collaboration on a global scale.





# Designing My Destiny: A Journey From Uid To Milan



Maria On Her First Day At Domus Academy  
Picture Courtesy: Maria Bipin Mathew

As A Proud Alumnus Of United Institute Of Design (Uid), My Journey Has Been A Remarkable One So Far. I Graduated In 2020 When The Pandemic Had Reached Its Pinnacle, And Like Many Of My Peers, Uncertainty Loomed At Large. However, I Was Always Determined To Pursue My Master's Degree Immediately After Leaving Uid, And That Determination Led Me To An Incredible Opportunity In Italy. I Stumbled Upon Domus Academy, Which Offered Multiple Practical Workshops With The World's Top-performing Companies As Part Of Their Masters In Business Design Course- This Piqued My Interest, And I Decided To Enrol Myself At The Beginning Of 2021. The Decision Turned Out To Be A Pivotal Milestone In My Career. The Experience At Domus Academy Was Transformative. The Work Ethics And Dynamics Were Not Only Different But Also Immensely Uplifting, Right From The Very First Day Of College Till Date. Studying And Later Working Abroad May Seem Glamorous, But It Comes With Its Own Set Of Challenges. Language Barriers, Cultural Differences, And Navigating The Incredibly Limited And Competitive Job Market Are Hurdles I Still Have To Overcome. One Invaluable

Lesson I Learned During My Time As A Student Is The Importance Of Building Strong Networks. Investing Time And Interest In Forging Connections With Professors And Fellow Students Can Open Doors To Exciting Opportunities.



Graduation Ceremony For  
Master In Business Design  
Picture Courtesy: Maria Bipin Mathew

I Was Scouted By One Of My Professors Who Evaluated My Final Thesis At Domus Academy To Join A Massive Project Immediately After Graduation For A Belgian Company, The Board Of Innovation, In Collaboration With The Design Studio London.



Celebrating our graduation  
in the centre of Milan.  
Picture Courtesy: Maria Bipin Mathew

After Successfully Launching This Project In 2022, I Was Fortunate Enough To Join The Company As A Consultant And Further Work With Their Prestigious Clients Such As Pepsico And Nestle. This Experience Has Been Nothing Short Of Extraordinary, Reinforcing My Belief That I Learn Something New Every Day.



Curricular Internship At Fashion Technology Accelerator, Milan  
Picture Courtesy: Maria Bipin Mathew

The Journey From Uid To Milan Has Been A Rollercoaster Ride, Filled With Growth, Challenges, And Incredible Opportunities. It Reaffirms The Importance Of Taking Risks And Pursuing One's Passion In The Dynamic World Of Design.

**By: Maria Bipin Mathew, Alumni- Class Of 2020, B. Des Lifestyle Accessory Design, Uid.**

# From Dreams to Diamonds: My Journey in Jewelry Design



Mahima At Her Office At Tanishq  
Picture Courtesy: Mahima Gambhir



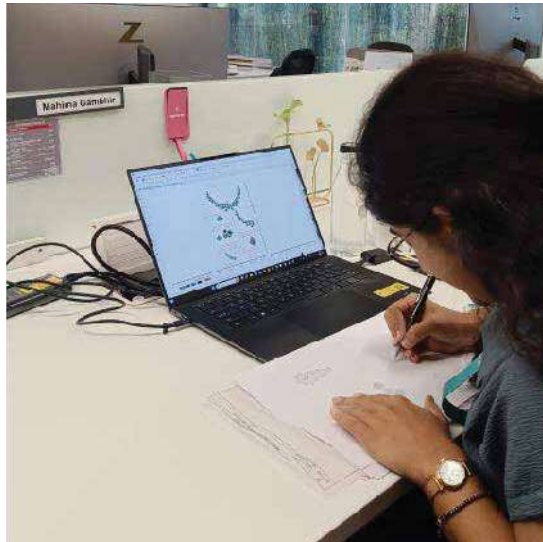
At Her Uid Convocation Ceremony  
Picture Courtesy: Mahima Gambhir

Hi, I Am Mahima Gambhir An Alumnus Of The Unitedworld Institute Of Design, Lifestyle Accessory Design Batch 2016–2020, And Here's My Jewellery Journey So Far.

Back In 2020 Experiencing A Sudden Pause In My Dreams Of Launching A Career In My Chosen Field Due To Covid Was Undeniably Challenging. After Successfully Completing My Internship And Graduation Project With Tanishq, I Gained Invaluable Exposure To A Wide Range Of Experiences. This Included Everything From Working On Gold-centric Collections To Modern Cocktail Jewelry Designs, Along With An In-depth Understanding Of Trend Research.

Following The Online Jury Process, I Found Myself Wondering About The Next Steps Amidst A Pandemic-induced Job Scarcity. Instead Of Idling By, I Proactively Embarked On A Search For

Freelance Jewelry Projects, Further Improving My Corel Skills. This Journey Revealed The Disparity Between Our Imaginative Student Ideals And The Practical Needs Of The Market.



Mahima Working At Titan's Tanishq Jewels Division In Bangalore  
Picture Courtesy: Mahima Gambhir



Mahima Working At Titan's Tanishq Jewels Division In Bangalore  
Picture Courtesy: Mahima Gambhir

Amid Gradual Improvements In The Situation, I Took A Leap In November. I Participated In A Competition Hosted By Bluestone, Which Led Not Only To Advancing In The Competition But Also Securing My First Job At Bluestone Jewelry Pvt. Ltd. In Mumbai. Despite The Challenges Of Relocating During The Pandemic, Bluestone's Welcoming Environment And Guidance From Exceptional Mentors And Colleagues Propelled Me To Embrace Responsibilities Spanning Trend Analysis, Concept Development, Cad Work, Prototype Creation, And Even Product Naming For The Website. It Was During This Time That I Received A Heartwarming E-mail From The College Securing The Highest Grades In Lsa 2016-2020 Followed By A Medal.

This Was One Of The Moments Of Pride That I Experienced As All My Hard Work Over The Years Of College Was Reflected In That Certificate Of Recognition!

The Exposure To The Production Process At Bluestone's Factory Enriched My Knowledge Further. My Quest For Exploration Led Me To The Emerging Market Of Lab-grown Diamonds, And I Joined Pmj Jewels In Hyderabad Under Their New Lgd Vertical, Evol Jewels. As The Sole Designer, I Undertook Diverse Responsibilities, From Product Design And Mentoring A Team Of Junior Designers To Collaborating With Vendors And Customers, As Well As Overseeing Website Development And Photoshoots.

Educating Customers About Lab-grown Diamonds Proved To Be



Mahima Attending The Prestigious Ijs Show In Mumbai  
Picture Courtesy: Mahima Gambhir

A Rewarding Challenge. My Involvement Extended To Crafting High-end Couture Pieces For Pmj Alongside Evol Jewels. Currently, I'm Involved With Tanishq For Both Mia By Tanishq And Tanishq International Business Division, Where I Continue To Thrive. Mia Represents A Contemporary Workwear And Trendy Jewelry Brand, While Tanishq Ibd Focuses On Designing For Overseas Markets, Spanning From Elaborate High Jewelry To Region-specific Collections.

My Exposure To Trend Research Remains An Exciting Addition. Despite Transitioning Between These Diverse Roles, My Passion For Learning Remains Unwavering. I Aspire To Push Boundaries, Perpetually Expand My Horizons, And Immerse Myself Fully In The World Of Jewelry. "Passion Fuels The Fire, But It's Hard Work That Lights The Way To Success."

**By: Mahima Gambhir, Alumni- Class Of 2020, Department Of Fashion & Lifestyle, Uid.**



# Sustainability Sparkled: The Birth Of Equivalence Jewelry



Avani Shah  
Picture Courtesy: Avani Shah



Avani Shah With Her Creations.  
Picture Courtesy: Avani Shah

My Journey Toward Conscious Fashion Began In 2015 After Watching The Documentary 'The True Cost'. It Sheds Light On The Devastating Impact Of Fast Fashion On The Environment And The People Involved In Its Production.

I Was Deeply Affected By The Documentary And Decided To Change My Own Approach Towards Fashion And Its Consumption. I Started To Research Sustainable Fashion And Began To Make Conscious Choices In My Day-to-day Life, One Change At A Time.

After Having Graduated As An Accessory Designer, I Realized That Jewellery, Despite Being A Small Accessory, Has A



Significant Impact On The Environment And People's Lives. I Discovered That The Traditional Jewellery Industry Has Several Unethical Practices And Sustainable Jewellery Options Are Very Limited And Often Come At A High Cost. As A Result, I Decided To Birth A Jewellery Brand, 'Equivalence' That Aligns With Values Of Sustainability, Ethical Practices, And Conscious Consumption. The Brand's Name Represents The Belief That Everyone Should Have Equal Access To Ethical And Sustainable Fashion While At The Same Time Being Equal To Everyone And Nature Around Us. I Was Committed To Making Equivalence An Honest, Conscious, And Inclusive Brand, That Is Modern And Futuristic At The Same Time Empathetic And Compassionate.

Come At A High Cost. As A Result, I Decided To Birth A Jewellery Brand, 'Equivalence' That Aligns With Values Of Sustainability, Ethical Practices, And Conscious Consumption. The Brand's Name Represents The Belief That Everyone Should Have Equal Access To Ethical And Sustainable Fashion While At The Same Time Being Equal To Everyone And Nature Around Us. I Was Committed To Making Equivalence An Honest, Conscious, And



Few Designs From Equivalence Jewellery,  
Owner Avani Shah  
Picture Courtesy: Avani Shah



Few Designs From Equivalence Jewellery,  
Owner Avani Shah  
Picture Courtesy: Avani Shah



Few Designs From Equivalence  
Jewellery,  
Owner Avani Shah  
Picture Courtesy: Avani Shah

Inclusive Brand, That Is Modern And Futuristic At The Same Time Empathetic And Compassionate.

I Strongly Believe That Change Must Start From Within. Equivalence Is A Testament To The Fact That Fashion Can Be Both Beautiful And Sustainable And That It Is Possible To Make A Positive Impact On The Environment And Society Through Fashion.

There Will Always Be A Moment In Your Life Where You Will Feel Like You Can't Do It, Or That You Can't Try It Anymore Because You've Done Enough, But I Believe That Pushing Yourself Beyond Your Saturation Point, Beyond Your Threshold Will Bring You Exceptional Outcomes That Will Reward And Conclude All Your Efforts. 'Lights The Way To Success.'

**By: Avani Shah, Alumni- Class Of 2017, B. Des Lifestyle Accessory Design, Uid**

# EUROPEAN DAYDREAM: CAFE DESIGN BY VIDHI PUGLIA



Photo Of Lead Designer  
Picture Courtesy: Vidhi Puglia

Initiating The First Project At The Age Of 21 Years, The Venture Is Helmed By Vidhi Puglia Of Vidhi Atelier. The Most Important Part Of Her Experience Is That She Has Taken The Aspect Of Being Collaborative.

She Begins By Thanking Uid For Fostering Natural Interests Such That When You Go Out, It Is A Little Bit Of The World Is Your Oyster In The Sense That You Get To Decide And Craft What Things From That Toolkit You Want To Plan And What Is Going To Best Serve The Client And Their Needs.

The Owners Of The Cafe Crave Carousel Wanted It To Have A Visual Language That Would Attract More Customers. This Newly Painted Deep Teal Facade Can Be Seen In The Center Of The City. The Owners Of The Cafe Crave Carousel Wanted It To Have A Visual Language That Would Attract More Customers. Thus, They Sought To Design A Setting That Would Entice More Clients To Visit And Socialize Over Meals In The Café.



Photo Of The Café Entrance Façade:  
European Dream Setting

The Design Language Was To Achieve A Space With Enclosure And Linearity Through Different Forms Of Rectangles Yet Creating A Balance Where Different Rounded Rectangles Act As Different Memories In Pieces. Even Though Every Client Has A Different Budget, Vidhi Atelier Always Starts By Developing The Concept. Vidhi Atelier Merges A Modern Art Deco Language With A Classic Historical Style Tweaked And Rejuvenated To Mirror The Italian Spirit Of The Restaurant.



Photo of The Interiors of the Cafe



Photo Of The Café Entrance:  
Project Courtesy: Architects And  
Interiors India Magazine

The Table Top In Full Body Vitrified Tile Is Complemented By Customized Seating In Plush Fabrics, Art Deco Patterns At Every Turn, Peach Tinted Mirror, Mint Crush Fluted Wall, And Glimmering Wall Scones From The Whiteteak Company In Cognac-tinted Glass And Matte Gold-finished Metal Frame. They Wanted The Space To Have A Distinct Vibe During The Day, Evening, And Night. Soft Sunset Hues Are Ideal For The Day-to-night Transition. It Is Bright And Uplifting Throughout The Day, And It Diffuses Light With A Cheeky Glow At Night.

Vidhi Puglia, Is The Driving Force Behind Her Venture, Vidhi Atelier. Her Design Philosophy Is Based On The Concept Of Design Rejuvenation And Transformation. Bringing Her Personal Transformational Journey To Life While Also Offering Viewers A Prism Through Which To View Their Own Experience On Both Logical And Visceral Levels.

**By: Vidhi Puglia, Alumni- Class Of 2022, Department Of Interior Design, Uid.**

# Experiencing Milan With Domus Academy: Unlocking Creativity

"Unlocking Creativity, Forging Lifelong Friendships, And Crafting Unforgettable Memories—the Hallowed Halls Of Domus Academy Became My Personal Playground Of Inspiration."



Vartika Dangi  
(Alumni, Batch 2017-2021)

I Can't Believe How Incredible My Journey Has Been Studying At Domus Academy In Milan! Coming All The Way From India, It Was A Bold Decision To Pursue My Master's Degree In A Different Country, But It Has Been The Adventure Of A Lifetime. From The Moment I Set Foot In This Vibrant City, I Was Captivated By Its Rich Culture, Breathtaking Architecture, And Unparalleled Sense Of Style. Milan Truly Is The Fashion And Design Capital Of The World!

I've Learned From Some Of The Most Talented Professors And Industry Experts At Domus Academy. Their Expertise, Combined With The Cutting-edge Curriculum, Has Expanded My Horizons And Honed My Creative Skills. One Of The Highlights Of My Experience Has Been The Diverse International Community At

Domus Academy. I've Had The Opportunity To Collaborate With Talented Students From All Over The Globe, Exchanging Ideas, Cultures, And Perspectives. It's A Melting Pot Of Creativity And Inspiration!



Exploring Streets In Venice

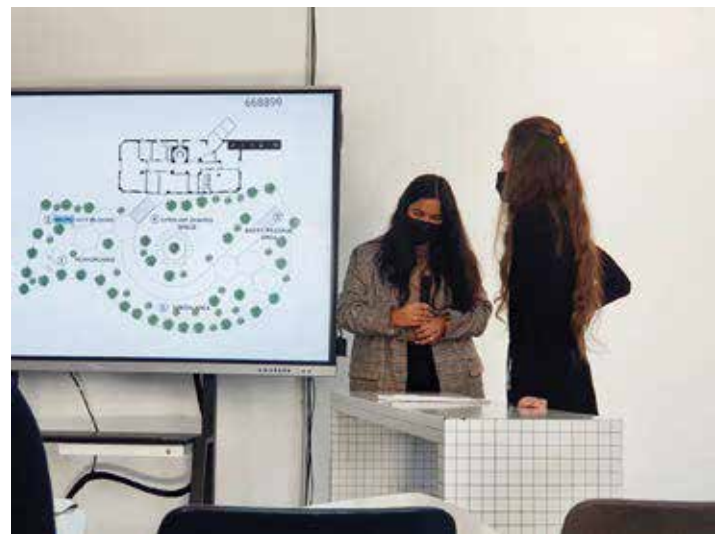


Graduation Ceremony,  
Domus Academy

Overall, My Journey Through **Milan's Domus Academy And London's Regent's University** Has Been An Incredible Chapter In My Academic And Personal Development. Domus Academy's Vibrant And Cosmopolitan Atmosphere Provided The Ideal Backdrop For Creative Exploration, Where I Honed My Design Skills Under The Mentorship Of Experts In The Field. The Emphasis On Hands-on Learning And Collaborative Projects Deepened My Understanding Of Design And Prepared Me For The Dynamic Industry. Transitioning To Regent's University London Broadened My Horizons, Fostering Critical Thinking And Offering Diverse Perspectives From An International Student Body. Engaging With Leading Industry Professionals And Utilizing Cutting-edge Resources Enriched My Academic Experience Further. These Two Institutions Not Only Expanded My Knowledge But Also Shaped My Character, Making Me A More Globally Aware And Empathetic Individual.



Muvad Final Presentation Results,  
Domus Academy, Milano



Workshop Presentation At Domus Academy

I Am Profoundly Grateful For The Unwavering Support And Mentorship I Received From Both Faculties, And I Am Excited To Carry The Valuable Lessons And Experiences From Milan's Domus Academy And London's Regent's University Into My Future Endeavors. I'm Incredibly Grateful For This Once-in-a-lifetime Opportunity To Immerse Myself In A New Culture, Broaden My Knowledge, And Grow Both Personally And Professionally. Domus Academy And Regents University Has Truly Been A Catalyst For My Creative Journey, And I Can't Wait To See Where It Takes Me Next!

**By: Vartika Dangi, Alumni- Class Of 2021, B. Des Interior Design, Uid.**



# From Theory To Texture: Navigating The World Of Interior Design



Tanushree Dwivedi, Alumni,  
M.Des Batch 2017-19, Interior Design

When Tanushree Completed Her Degree In Interior Design In The Year 2019, The World Of Vibrant Spaces, Elegant Furniture, And Innovative Layouts Beckoned Her. Little Did She Know That Her Academic Journey Had Been Just The Prologue. As She Delved Into The Professional Realm, A Multitude Of Experiences Awaited Her, Teaching Lessons Not Outlined In Any Textbook.

Immediately Upon Entering The Industry, She Realized The Vast Difference Between Classroom Theory And Real-world Practice. The Design Ideas That Seemed So Flawless In College Assignments Now Had To Be Adapted To Suit Client Needs, Budget Constraints, And Space Limitations. While College Taught Her The Principles Of Design, Real-life Taught Her The Art Of Flexibility And Compromise.



A Weekend Home Of Ahmedabad Published In Ad India Magazine.

A Farmhouse Published In 101 Top Indian Residences, Focid India, And Design Essentials Magazine

The Most Invaluable Learning Came From Her Interactions With Clients. Tanushree Had Once Believed That Understanding A Client's Brief Was Straightforward. However, She Soon Found That Translating A Client's Vision Into A Tangible Design Required A Unique Blend Of Empathy, Patience, And Astute Listening Skills. It Wasn't Just About Selecting The Right Shade Of Blue; It Was About Understanding Why That Particular Blue Held Significance For The Client.

Working On Various Projects, She Faced Numerous Unexpected Challenges. There Were Times When Materials Were Suddenly Unavailable, Or When A Design, Which Looked Impeccable On Paper, Didn't Quite Pan Out In Reality. These Obstacles Taught Her Resilience And The Importance Of Having A Plan B (And Sometimes A Plan C And D).



Residential House Of Ahmedabad  
Published In Architect And Interiors India

Feedback, Both Positive And Negative, From Her Clients, Became Tanushree's Guiding Light. While Appreciation Made Her Confident, Constructive Criticism Pushed Her To Refine Her Skills Further. With Every Project, She Realized The Importance Of Effective Communication, Time Management, And Staying Updated With The Latest Design Trends.

In Retrospect, While Her Degree Laid A Solid Foundation, Her Real Education Began After Graduation. The World Outside The Classroom, With Its Unpredictability And Diverse Challenges, Molded Her Into A Designer Who Was Not Just Skilled But Also Adaptable, Empathetic, And Ever-evolving.

Evolving With Time And Styles She Worked On Various Projects That Got Published In Ad Magazine, Trends, Foaad, Elle Décor India, The Architect's Diary, Archello, And May More.

Every Day Is A New Challenge And Learning But That's The Beauty A Designer Beholds Which Is To Create Wonders Through Their Visions.

**By: Tanushree Dwivedi, Alumni- Class Of 2019, Department Of Interior Design, Uid.**

# My Journey From Product Design Uid To Royal College Of Arts



Manasi At The Convocation Ceremony At Uid.  
Picture Courtesy: Manasi Jain.

My Four-year Journey At The United World Institute Of Design Has Been A Transformative Odyssey Of Creativity, Growth, And Self-discovery. From Day One, I Was Immersed In A World Where Imagination Knows No Bounds And Innovation Thrives. Over These Years, Pursuing A Bachelor's In Industrial Design, I've Honed My Design Skills And Unlocked My True Potential.

The First Year Laid The Foundation, Introducing Me To Design Principles, Sketching Techniques, And The Power Of Ideation. As I Delved Deeper, I Embraced Various Design Disciplines, From Graphic Design To Product Design, Offering Unique Challenges And Insights.

Through Internships And Workshops, I Bridged The Gap Between Theory And Practice, Gaining Insights Into Industry Workflows And Networking With Professionals. These Experiences Enriched My Perspective And Bolstered My Confidence.

As I Approach Graduation, I Realize My Journey Is Just The

Beginning. Armed With A Diverse Skill Set, A Hunger For Innovation, And The Ability To Think Critically, I'm Excited To Contribute Meaningfully To The Design World. This Four-year Voyage Has Sculpted Me Into A Designer Who Doesn't Just Create Aesthetically Pleasing Artifacts, Solve Problems, Evoke Emotions, And Impact Lives.

After Knowing My 4 Years Of Journey Studying At The United World Institute Of Design (Industrial Desig), I Am Delighted To Share Some Exciting News With You All! I Have Been Offered A Place At The Prestigious Royal College Of Art, London, And I Couldn't Be More Thrilled And Grateful For This Incredible Opportunity.

The Journey To This Achievement Has Been Filled With Hard Work, Dedication, And A Deep Passion For Art And Design. Knowing That I Will Be Part Of Royal College Art's Esteemed Artistic Community Is A Dream Come True, And I Am Eager To Embark On This Transformative Chapter Of My Life.

As I Begin This Exciting Journey, I Am Committed To Maximizing Every Opportunity At Rca And Contributing My Best Efforts To The Creative Community. I Am Excited To See How This Experience Will Shape My Artistic Vision And Open Doors To Endless Possibilities.

I Want To Express My Heartfelt Appreciation To All Uid's Faculty Members And Batchmates Who Have Supported And Inspired Me Throughout This Process. Without Their Guidance And Encouragement, This Achievement Would Not Have Been Possible.

**By: Manasi Jain, Alumni- Class Of 2022, Department Of Industrial Design, Uid.**



# Reflection On My Design Education Journey



Rahul Hareesh  
Picture Courtesy: Rahul Hareesh

## **Where I Work And What Do We Do:**

I Work At Infinityx Innovations, A Startup Based In Bengaluru, Working On Developing Ev Battery Cell-swapping Stations That Can Charge An Electric Vehicle In 30 Seconds.

The Ev Sector Is An Emerging Field Due To Rising Demand Of Electric Vehicles Among Businesses And Customers Alike. However, Using Current Technology, The Time Taken To Charge An Ev Varies Anywhere Between 15 Mins To 8 Hours. Hence, For Businesses Who Own Fleets Of Evs, Long Charging Time Results In A Considerable Amount Of Downtime That Results In Loss Of Profit.

Our Startup Has Come Up With A Technology That Can Charge An Ev In 30 Seconds (2 And 3 Wheelers) That Can Alleviate This Problem.

## **My Role:**

My Role As An Industrial Designer Is To Design The Enclosure For The Battery Swapping Station And Design Several Components The Users Interact With. I'm Mainly Responsible For Looking After The Aesthetics And Ergonomics Of The Product And I Also Work On Several Mechanical Components That Work To Swap Battery Cells.

Apart From Industrial Design, I Designed And Manage The Company's Website ([www.magiiic.in](http://www.magiiic.in)) And Also Work Closely With The Founder And Ceo For Making Pitch Presentations For Pitching Our Product To Potential Investors For Getting Investment. I Also Make Animations Of Various Mechanisms For Patenting Purposes For The Company.

## **Learnings From Uid That Helped Me:**

I Make Use Of Various Tools In My Design Process- Research, Sketching, Cad Modelling, Rendering, Making Physical Mockups, And 3d Printing. I Have Been Able To Apply What I Have Learnt In The Course Into My Work And Being The Only Industrial Designer In The Team, My Output Has Been Appreciated By My Colleagues. I'm Able To Perform Rapid Prototyping Using Cad Software And Quickly Come Up With Multiple Iterations Of A Component. My Knowledge Of Various Workshop Tools And Materials Came In Handy When I Made Several Mockups And Components. I'm Able To Communicate With Fabricators (Welders And Laser Cutting Operators) Through Engineering Drawings And Sketches To Bring Our Ideas To Reality.

When Faced With A Challenge, Breaking Down The Problem Into Simpler Parts Is One Of The Processes I Learnt While In Uid. Whatever Tool I Use, Coming Up With A Set Of Possible Solutions And Understanding The User And Setting A Design Language Is My Strength.

## **Gaps In The Course That I Feel Can Be Covered Up For Upcoming Batches:**

As A Part Of My Work I Use 3d Printers A Lot Everyday For Prototyping. However In College, We Prepare The File From The Cad Program And Hand It Over To The Faculties For 3d Printing And We Can Observe Our Model Getting Printed. Here, Students Can Also Be Taught About The Working Of A 3d Printer And The Setting Up And Servicing A 3d Printer (Basic Repair, Bed Levelling, Spool Change, Basic Operation,etc.). Also Preparing The Final Printing File In A Slicing Software (Eg. Ultimaker Cura) Can Also Be Taught. Effect Of Various Parameters Or Settings In The Slicing Software On The Final Print Can Be Demonstrated.

As An Industrial Designer, I Work Closely With Mechanical And Electronics Engineers And There Is Sometimes A Need To Understand The Meaning Of Various Terminology Used In Their Respective Fields (Rpm, Torque, Various Terms Related To Electronics, Naming System Of Nuts And Bolts, Etc.).

Although Not Necessary, Learning To Perform A Mechanical Stress Simulation In A Cad Software Will Be An Added Advantage.

**By: Rahul Hareesh, Alumni- Class Of 2023, B. Des Industrial Design, Uid.**





# Transforming Professionally After Bachelor Of Design,uid



Rahul Hareesh

Picture Courtesy: Rahul Hareesh

As I Reflect On My Journey After Studying Bachelor Of Design, Product Design At Unitedworld Of Design, I Cannot Help But Marvel At The Profound Differences That Have Set Me Apart From Many Of My Batchmates Who Pursued Different Paths After Graduation. My Experience Has Been A Unique Blend Of Academia And Industry Immersion, And It Has Proven To Be An Incredibly Rewarding Journey. All Of This Was Possible Mainly Because Of The Opportunities That Were Either Carved, Presented Or Discovered When I Was Early Into My Design Education.

Early Into My Second Year Of B.des, I Made A Decision That Would Significantly Shape How I Learnt Design – I Started Working In The Industry. I Believed That Real- World Experience Was Just As Vital As Classroom Learning. This Decision Marked The Beginning Of A Path That Led Me To A Deeper Understanding Of Design And How It Worked As A Subset Arm Of Business.

By Working On Real Projects For Actual Clients During My College Years, I Learned How To Navigate The Challenges That Often Arise In The Industry. I Honed My Problem- Solving Skills, Learned

To Collaborate Effectively With Diverse Teams, And Gained A Better Understanding Of Client Expectations. This Hands-on Experience Gave Me An Edge.

My Path Has Been Characterized By A Willingness To Take Risks. Instead Of Opting For The Safety Of Established Companies, I Chose To Work At Startups And Teams Where Uncertainty Was The Norm. This Decision Exposed Me To A Dynamic Work Environment That Demanded Adaptability And Resilience. In Such Settings, I Learned To Thrive Amidst Ambiguity And Embrace Change As An Opportunity For Growth.

Working In Startup Environments Also Taught Me The Value Of Leadership, Independent Learning, And Accountability. In Smaller Teams, Every Member Plays A Crucial Role, And Leadership Emerges Organically. I Had The Chance To Take On Responsibilities That Stretched My Abilities And Allowed Me To Lead Projects And Initiatives. This Experience Fostered A Sense Of Ownership And A "Founder Mentality," Where I Treated The Company's Success As My Own.

One Other Thing That Also Defines My Growth Till Now Is That I Have Failed Multiple Times, In My Third Year I Tried Building A Product Startup With Some Other Really Talented Folks And It Failed. I Tried Building A Brand In My Second Year And It Took Off But We Didn't Quite Understand The Economics Of Running A Manufacturing + Sales- Based Business. Having Failed Over And Over Doesn't Count As A Negative Instead It Accounts For Someone That Has The Appetite For Reaching Beyond Themselves And Growing Because Of That A By-product.

As I Continue On This Path, I Am Grateful For The Opportunities And Lessons That Have Shaped Me Into A Better Designer And Inching Me Closer To Actually Becoming A Founder .

**By: Akash Nagraj, Alumni- Class Of 2022, B. Des Industrial Design, Uid.**