1Pixel Design Conference '24 at IIIT-Delhi: Shaping the Future of Design and Innovation

New Delhi, 2.1.2024: To celebrate creativity and innovation, the 1Pixel Design Conference is being organised on January 6th and 7th, 2024, at Indraprastha Institute of Information Technology Delhi (IIIT-Delhi). This annual event, organised by the Department of Human-Centered Design and the Center of Design & New Media, in association with IIT-Mandi, promises an immersive experience with an impressive speaker lineup, engaging workshops, and a glimpse into the evolving landscape of design and technology.

"*1Pixel Design conference aims to open a dialogue about the state of the art in user experience as well as discuss future prospects in the field, thus providing a platform for students and young designers to engage with experts from industry and academia through interesting panel discussions, talks and workshops.*"
- Dr Richa Gupta, HoD, Department of Human-Centered Design, IIIT-Delhi

Industry Icons Take Center Stage
The conference boasts an exceptional speaker lineup, including Savannah Kunovsky from IDEO, the organisation renowned for coining the term "**Design Thinking**." Kunovsky's session will delve into the application of AI in climate technology, showcasing how design plays a pivotal role in driving progress. Renowned Design and AI influencer Ansh Mehra, now a Designer turned marketer at Zuddl, will guide attendees on "**How to Use AI as a Creative Professional.**" His talk aims to empower designers and creative professionals to leverage AI for maximum impact.
Iti Seth from Treemouse will tackle the crucial topic of "**Digital Inclusion for Bharat: Going Beyond Early Adopters**." Her discussion will shed light on techniques and examples of user research for individuals with low-tech literacy, contributing to India's focus on a robust digital public goods ecosystem.

Navigating the Design Landscape
The "**Runway to Startup**" track will feature startups born from college projects, offering insights into their journey from inception to thriving enterprises. Additionally, Yogesh Gurera from Microsoft will share insights on bridging the gap between college education and industry expectations in his talk, "**A Comedy of Contrasts**."
Bhaskarjyoti Das, a Design Scientist from TCS, will explore "**Service Design**," a rising discipline in the design world, and how it holds the power of how we design products and services.

Panel Discussions
The "**Designing for Fintech**" track promises a dynamic panel discussion featuring Atul Khola from Cred and Kushagra Tripathi from Paytm—two unicorns in the design realm. Atul Khola, also the co-founder of Design Drug, India's largest design community, will share insights into the evolution of fintech design from conventional to gamified experiences.
Attendees can also engage in panel discussions, including "**Exploring Designing Tomorrow: A Deep Dive into Design Academia**," featuring professors and researchers such as Dr. Charu Monga from leading research institutions in India, where they discuss how one can explore design academia and excel in it.

Hands-On Exploration of Creativity and Design Innovation
Two hands-on workshops add an interactive dimension to the conference. **Sculpting Workshop by Earth Tatva**: Merging Art and Sustainability celebrates creativity intertwined with sustainability. Under the expert guidance of master sculptor Shashank Nimkar, participants will dive into the realm of sculpting using TatvaMix—a unique pottery clay crafted from ceramic waste. This hands-on session isn't just about creating art; it's a testament to responsible artistic practices, allowing participants to mould 3D creations with their own hands.
Product Brainstorming Workshop Led by renowned UX designer Anudeep Ayyagari, this workshop is a deep dive into the strategic aspects of design innovation. Going beyond theoretical concepts, participants will engage in practical exercises for ideation, prototyping, and user-centric design. Drawing from Anudeep's extensive experience, especially at Amazon, this workshop is a unique opportunity to blend creativity with strategic thinking.

A Feast for the Senses
Beyond intellectual stimulation, the conference promises a sensory delight. Attendees will enjoy exclusive drip-fashion swag, including drop-shoulder tees, badges, stickers, and totes. Delicious meals will be served throughout the day, ensuring a fulfilling and energising experience.

With tickets priced at just ₹999/-, this conference is a steal deal and a gateway to a world of design inspiration. Don't miss your chance to register at https://1pxdesignconf.iiitd.edu.in/ and follow the excitement on Instagram at https://www.instagram.com/1px.descon?igsh=MTc4aGUxeWN0OXdteg.

In the heart of IIIT-Delhi, the 1Pixel Design Conference '24 is set to redefine the boundaries of design, leaving an indelible mark on all who attend. Join us for an unforgettable journey into the future of creativity, innovation, and design excellence.