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Academic Qualification

Masters in Business Design (2006-2007)
Domus Academy, Milan, Italy

Diploma in Business Management (1999-2000)
NM College of Management, Mumbai, India

Diploma in Interior Design (1985-1988)
P V Polytechnic, SNDT University, Mumbai, India

Continuing Education Certificate

Teaching with Case Methods (November 2019) Harvard Business School, Boston.

Workshop on Designing an Online Course (April 2019) UIUC, Urbana Champaign

Workshop in Introduction to Design Thinking and Methods (April 2016). National Institute of Design, Ahmedabad.

Workshop in Risk Management in New Product Development (December 2015). Spring Singapore.

Professional Experience - Academic

January 2017 – Present	Teaching Assistant Professor- Industrial Design + GIES College of Business, University of Illinois at Urbana Champaign, Illinois, USA
August 2013 – November 2016	Associate Professor – Head Industrial Design + Spatial and Interior Architecture, School of Design, Ansal University, Gurgaon, India.
August 2012 – July 2013	Visiting Faculty – IILM, School of Design, Gurgaon, India. IILM, School of Management, New Delhi, India.
November 2011	Visiting Faculty – National Institute of Design, Ahmedabad
August 2010 – May 2011	Visiting Faculty – School of Design, Singapore Polytechnic, Singapore.

Professional Experience - Practice

Future Factory– Business Development Manager, India & Singapore. Selected Clients in India: Caryaire Equipments India Pvt. Ltd., Luminous, Stryker, Groz Engineering, Havells, Maharaja Whiteline. Selected clients in Singapore: Nextokin Creatives, Eastern Healthcare, Siemens.

Professional Experience - Practice

- May 2012 - December 2012 **Rajiv Sethi Scenographer**, New Delhi.
- Project management for Chhatrapati Shivaji International Airport Terminal 3, Mumbai.
- July 2011 - December 2012 **Design Consultant**, New Delhi
- Creative & Execution for Residential Interiors in Gurgaon.
- January 2008 - June 2011 **S.Sethi Strategic Business Design Consultant**, Singapore
- GODREJ & BOYCE, Mumbai – New Products Development, Trend Mapping, Market Research.
 - MEIBAN GROUP Pte. Ltd. Singapore – Strategic Design, and New Product Development.
- January 1999 - April 2005 **Jolly Design**, Mumbai
- Founder of design firm manufacturing limited edition products in leather, wood and metal.
- June 1989 - May 2005 **Circus Design Studio**, Mumbai.
- Head of Interior Division - Creative Direction
 - Collaborated with Architect Nari Gandhi (1989-1993)

Publications /Exhibitions/ Lectures

- Sethi Simrun (2018) 'On Design Thinking'. The IVenture Accelerator, UIUC, Champaign, July 2018
- Sethi Simrun, Sethi Suresh (2015) Sustainable Future: Every Design Tells a Story, Gwangju Design Biennale, South Korea. October 15 – December 15, 2015. Invited.
- Ceppi, G. (2007). Business Design as Method in *Made in Italy Files*, (pp 43-47). Rome: Fondazione Valore.
- Upadhyay, K. (2001) 'Priceless maritime exhibits at Sea India'. Times of India, Mumbai.
- Balam, G. (2001) 'Anushakti Bhavan showcase maritime heritage'. Times of India, Mumbai.
- 'Maritime Gallery to Open in City'. (1999). Express Newslines February 3, (pp. 1). Mumbai.
- 'Mumbai Maritime Gallery'. (1999). Asian Age, Mumbai.
- Giannetti, P. V. (1996) 'Designer Ahoy'. Bombay Times, October 8, (pp. 8). Mumbai.
- Chugani, B. (1995) 'Wow, what a Dhow', in Economic Times. Bombay: June 19.
- Kagal, N. (1993) 'Young Designers: Bombay', Mumbai: Architecture and Builders, September (pp. 134-135). Mumbai.

Selective Creative Works

Exhibition Design

- Maharashtra Tourism Board. (2003). *'Ethnicity'*, Exhibition design and Installation at the Kala Ghoda Festival, Mumbai.
- Handicraft & Handloom Export Council of India. (2002). A range of objects developed using tie & dye techniques on leather, Kutch.
- Handicraft & Handloom Export Council of India. (2001). A range of objects developed using embroidery techniques on leather, Kolhapur.
- Indian Navy. (2001) *Sea India* Pavilion design, art direction, and execution of the multimedia installation and exposition, on the occasion of International Fleet Review, Mumbai.
- Port Trust of India. (2000). *'Maritime Expo'* Design, art direction, and execution of the exhibition stall, Goa.
- Mumbai Maritime Gallery. (1999). Color and Material coordination for the permanent display. Mumbai.
- Vasant Seth Foundation. (1998). Exhibition design for Kala Ghoda Festival, *'Sea beyond the wall'*, Mumbai.
- Mukand Overseas. (1997). Exhibition systems designed for Messe, Frankfurt.
- Mukand Overseas. (1995). A modular display system for brass hardware, designed for Home + Houseware Show, Chicago.
- Indian Army. (1994). Grenadier's Museum, a multimedia concept design. Jabalpur.
- Pipavav Port. (1993) Art direction and display panel design, Mumbai.
- PVP- SNDT. (1990) Exhibition and display design and installation. Mumbai.
- GSL. (1989). Art direction and display stands design and installation. Goa and Mumbai.
- Modern Suiting's. (1989). Art direction and display design for the fashion show. New Delhi, Mumbai and Bangalore.

Retail Show Windows

- Dawood Shoes Co. (1990). Design of Display Windows in 15 stores in Mumbai, Pune, and Bangalore.

Luxury Yachts

- PIRATE BOAT. (2002) 60 feet Dhow Design of the Interiors and furniture for Sahara, Mumbai.
- HAVELI. (1997) 100 feet Dhow Restoration and design of the Interiors and Superstructure for Piramal Group of Industries, Mumbai.
- SHAZMA. (1995) 100 feet Dhow, Design and execution of the Interiors and Superstructure, for Dawood Shoes Co., Mumbai.

Retail Design

- Al-BOUYS. (2003) Concept and Identity for the electronic retail *'E-Mart'*, Riyad
- PHILIPS - Design of Domestic Appliance Service Station, executed across 52 cities in India
- PROLINE – Design of Flagship store –PRO SHOP in Mumbai and Pune
- BUSINESS LINK. (1989). Design and execution of First Computer Retail Store, Mumbai.
- CREATIVE SMILE.(1994) Design and execution of the interiors of dentist clinic, Mumbai.

Office & Home Interiors

Design and turnkey solutions for interiors of offices and private homes executed in Mumbai, India. Each project was designed and customized to clients' needs, and the project was incorporated end to end processes, providing all required services including design of interiors, electrical service, woodwork, plumbing, and furniture. Selected client's list in Mumbai: Monica Sahni. (2004), Gul Takechandani (2003), Bagrodias (2001), Kishco Pvt. Ltd. (1995), Dawood Shoes. (1990), Mukund Iron & Steel Co. (1990), Achrekar. (1989), and GSL. (1989).

Teaching

University of Illinois, Urbana Champaign, IL.

School of Art + Design. BFA Program.

ARTF 103 - Design I: Communication
ART 105 Visual Design for Non – Majors
ARTD 201 Industrial Design: 1
ARTD 202 Industrial Design-II
ARTD 270 Design Methods

Geis College of Business. MSBA Program.

BADM 329 New Product Development
BADM 333 / 533 Sustainable Product Design & Marketing Plans I: Bottom-Up Immersion in Subsistence Marketplaces
BADM 395 Foundations of Business for FAA
BADM 590 Product Design & Development

Ansal University, Gurgaon, India

Sushant School of Design. BFA Program.

Industrial Design Studio I
Industrial Design Studio II
Spatial and Interior Architecture Studio V
Spatial and Interior Architecture Studio VI
Object & Furniture

Service

University of Illinois, Urbana Champaign, IL.

Member Convocation Committee
Member - Off-Site Learning Committee
The iVenture Accelerator –mentor to student- led startups.
Member Admission Committee – Industrial Design Graduate Program
Jury member for IDSA Awards.

Ansal University, Gurgaon, India

Sushant School of Design. BFA Program

Coordinator- Outreach program
Chair- Faculty recruitment search committee
Member - Student Exhibition Committee