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करियर शीट • CAREER SHEET

उत्पाद डिज़ाइनर

A Product Designer is a creative professional who designs the everyday things we use — a chair, a watch, a mobile phone, a water purifier, a medical device or the screen of an app — so that they are beautiful to look at, easy to...



Scan for everything on this career

Salary, exams, colleges, the routes in and the steps after — all on the portal.

career.gsssjethantri.in/#/career/product-designer

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श्री चेनाराम चौधरी

प्रधानाचार्य, डाइट बाड़मेर
Principal, DIET Barmer



श्रीमती संघमित्रा

वरिष्ठ व्याख्याता, डाइट बाड़मेर (सहयोग)
Sr. Lecturer, DIET Barmer (Support)



भरत चौधरी

अभिकल्पना व विकास • व्याख्याता (इतिहास)
Designed & developed • Lecturer (History)

विशेष धन्यवाद • SPECIAL THANKS



सुरेन्द्र सिंह राठौड़

व्याख्याता (इतिहास) • रा.उ.मा.वि. कानाना



सुरेश कुमार सैन

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वनिता कुमारी

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कमलेश चौधरी

व्याख्याता (राजनीति विज्ञान) • रा.उ.मा.वि. टापरा

करियर मार्गदर्शन कार्यशाला, डाइट बाड़मेर (14-17 जुलाई 2026) में विकसित व लोकार्पित
Developed & unveiled at the Career Guidance Workshop, DIET Barmer (14-17 July 2026)

यह एक स्वतंत्र परियोजना है, जो सरकार की आधिकारिक करियर-मार्गदर्शन सामग्री पर आधारित है। • An independent project based on the Government's official career-guidance content.

1 About this career

A Product Designer is a creative professional who designs the everyday things we use — a chair, a watch, a mobile phone, a water purifier, a medical device or the screen of an app — so that they are beautiful to look at, easy to use and practical to manufacture. They first understand the user's needs, then sketch ideas, build 3D models and prototypes on a computer, and work with engineers and manufacturers to turn the design into a real product. It is a career that unites form and function, and it is growing fast across both physical and digital products.

2 At a glance

Minimum qualification	Class 12 pass (any stream) + UCEED/NID DAT/CEED
Course duration	B.Des 4 years (M.Des 2–2.5 years)
Starting salary	₹30,000–55,000/month
Work field	Design studios, tech & manufacturing companies, startups

3 What you need

INTERESTS

- Interest in solving people's problems by making things better
- A liking for observing people and understanding their needs
- Enjoy sketching and understanding how products work and are made

ABILITIES

- Creativity and visual/spatial (3D) thinking
- Empathy for users and clear communication in a team
- Attention to detail with both hand and digital sketching ability

KEY SKILLS

- User research and analysing user needs
- 3D modelling and CAD software (Fusion 360, SolidWorks, Rhino)
- Using digital product and UI/UX tools (Figma, Adobe)
- Presentation and storytelling around a design
- Sketching, ideation and concept development
- Prototyping and knowledge of materials and manufacturing
- Design thinking and the problem-solving process

4 How to get there

- 1 Complete Class 12 in any stream and start sketching and building a basic portfolio.
- 2 Prepare for and clear a design entrance exam — UCEED (IITs), NID DAT (NID), or CEED for postgraduate study.
- 3 Do a B.Des (4 years) or diploma in Product/Industrial Design.
- 4 Build a strong portfolio of class projects, sketches and prototypes.
- 5 Gain practical experience through an internship at a design studio or company.
- 6 For specialisation and senior roles, you can go on to do an M.Des.

MAIN EXAMS

- UCEED — Undergraduate Common Entrance Exam for Design (by IIT Bombay)
- CEED — Common Entrance Examination for Design (for M.Des)
- NID DAT — National Institute of Design Aptitude Test

5 Where to study**GOVERNMENT INSTITUTES**

- स्कूल ऑफ़ डिज़ाइन, आईआईटी जोधपुर (School of Design, IIT Jodhpur) — Jodhpur, Rajasthan (<https://iitj.ac.in/school-of-design>)
- एमएनआईटी जयपुर - प्रोडक्ट डिज़ाइन एवं डेवलपमेंट (MNIT MIIC) — Jaipur, Rajasthan (<https://miic.mnit.ac.in/courses/detail/product-design-and-development>)
- इंडियन इंस्टिट्यूट ऑफ़ क्राफ्ट्स एंड डिज़ाइन (IICD) — Jaipur, Rajasthan (<https://www.iicd.ac.in/>)
- नेशनल इंस्टिट्यूट ऑफ़ डिज़ाइन (NID) — Ahmedabad, Gujarat (<https://www.nid.ac.in/>)
- आईडीसी स्कूल ऑफ़ डिज़ाइन, आईआईटी बॉम्बे (IDC, IIT Bombay) — Mumbai, Maharashtra

- राष्ट्रीय फैशन प्रौद्योगिकी संस्थान (NIFT) — Jodhpur & all-India campuses (<https://www.nift.ac.in/>)

PRIVATE INSTITUTES

- आर्क कॉलेज ऑफ़ डिज़ाइन एंड बिज़नेस (ARCH) — Jaipur, Rajasthan (<https://www.archedu.org/>)
- पर्ल एकेडमी (Pearl Academy) — Jaipur, Rajasthan (<https://www.pearlacademy.com/>)
- इंफ्रेम डिज़ाइन इंस्टिट्यूट (Inframe Design Institute) — Udaipur, Rajasthan (<https://www.inframedesigninstitute.com/>)

ONLINE

- एएनडी एकेडमी – प्रोडक्ट/UI-UX डिज़ाइन ऑनलाइन (AND Academy) — Online (<https://www.andacademy.com/>)
- कोर्सेरा – डिज़ाइन कोर्स (Coursera) — Online (<https://www.coursera.org/>)

FEES

At government institutes (IITs, NID, MNIT) the total B.Des fee is roughly ₹3–12 lakh; at institutes like IICD it is lower. Private design colleges (ARCH, Pearl Academy) can cost around ₹6–16 lakh in total. Scholarships and education loans are available for meritorious and economically weaker students.

SCHOLARSHIPS

- राष्ट्रीय छात्रवृत्ति पोर्टल (National Scholarship Portal) (<https://scholarships.gov.in>)
- Buddy4Study – Design & Art Scholarships (<https://www.buddy4study.com/>)
- SJE Rajasthan Scholarships (<https://sje.rajasthan.gov.in/>)
- स्किल इंडिया डिजिटल (Skill India Digital) (<https://www.skillindiadigital.gov.in/>)

6 What the work is like

WHERE YOU WORK

Design studios and consultancies, consumer-product and automobile companies, electronics and medical-device makers, tech companies, e-commerce/app startups and freelance design practice.

WORK CULTURE

Work is mostly project-based and collaborative; a day mixes sketching, computer modelling, prototype workshops and client meetings. Deadlines and repeated design revisions are common, but the environment is creative and flexible. Opportunities exist for everyone, including persons with disabilities.

WHO HIRES

- Design studios and consultancies (e.g. Foley Designs, Elephant Design, Lollypop, Tata Elxsi)
- Automobile and mobility companies (Tata Motors, Bajaj, Ola Electric)
- Electronics and medical-device manufacturers
- Consumer-product and appliance companies (Godrej, Whirlpool, Havells, Titan)
- Tech and digital-product companies (Microsoft, Google, Flipkart, Zomato, Swiggy)
- Startups, craft brands and freelance/independent design practice

DEMAND (2026)

Demand for good product designers is rising fast in India due to 'Make in India', the startup boom and digital products. Companies now recognise that good design boosts sales and brand identity, so jobs are growing in both physical products and app/digital product design. Skilled designers with a strong portfolio have good opportunities in India and abroad.

7 Career growth

- 1 Junior / Associate Product Designer
- 2 Product Designer
- 3 Senior / Lead Product Designer
- 4 Design Head / Design Director (or own design studio)

EARNINGS

Starting	₹30,000–55,000/माह
Mid level	₹60,000–1,10,000/माह
Senior level	₹1,50,000–3,00,000+/माह

Per Careers360, a product designer earns an average of about ₹50,000–55,000/month, with annual packages ranging from roughly ₹3.6 lakh to ₹27 lakh. Pay is modest at entry level, but with experience, a strong portfolio and a degree from an institute like NID/IIT, income rises sharply in senior and lead roles.

8 The good parts · The challenges

The good parts

- A creative, well-paid and fast-growing career
- Chance to work across many industries and on both physical and digital products
- Satisfaction of seeing your designs become real products used by people

The challenges

- Competitive entry and jobs; a strong portfolio is essential
- Pressure of tight deadlines and repeated client revisions
- Requires continuously learning new tools and technologies

9 Real-life journeys

Gunjan Gupta

Founder, Studio Wrap & Ikkis – product and furniture designer

Gunjan Gupta is one of India's most celebrated contemporary product and furniture designers. Raised in Mumbai, she trained in design and began her career in London, then founded 'Studio Wrap' in Delhi and 'Ikkis', a brand of beautifully designed everyday objects that she launched at Maison et Objet in Paris. Her work, which fuses Indian craft traditions with modern design, has been shown at Design Miami, Art Basel, Milan and the Venice Biennale. Her journey shows that with the right skills and original thinking, Indian designers can earn recognition on the world stage.

Global Indian · <https://www.globalindian.com/story/cover-story/art-in-her-heart-gunjan-gupta-is-making-india-proud-globally/>

Satyendra Pakhalé

Internationally acclaimed industrial and product designer, Amsterdam

Born in Washim, Maharashtra, Satyendra Pakhalé is one of the world's most respected Indian industrial and product designers. After studying engineering in Nagpur, he did industrial design at IIT Bombay's IDC School of Design and then product design in Switzerland. Following stints at Frog Design and Philips Design, he set up his own studio in Amsterdam in 1998. He has designed furniture and products for brands like Poltrona Frau, Cappellini and Tod's, and his work is held in museums including the Victoria & Albert Museum and Centre Pompidou; he has also won the Red Dot Design Award. His story shows that even from a small town, an Indian designer can earn world-class recognition.

Wikipedia · https://en.wikipedia.org/wiki/Satyendra_Pakhal%C3%A9

10 If this route does not work out

One exam or one attempt does not close the door. The same subjects also open these routes — entry is usually easier, and you can return to this field later.

- Web Designer
- Toy Designer

11 Sources & further reading

1. Rajasthan Career Guidance – Product Designer — <https://cg.rajasthan.gov.in/careerguidance/hi/career/%e0%a4%89%e0%a4%a4%e0%a5%8d%e0%a4%aa%e0%a4%be%e0%a4%a6-%e0%a4%a1%e0%a4%bf%e0%a4%9c%e0%a4%bc%e0%a4%be%e0%a4%87%e0%a4%a8%e0%a4%b0-product-designer/>
2. UCEED 2026 – IIT Bombay (design entrance exam) — <https://www.uceed.iitb.ac.in/>
3. NID Admissions / DAT — <https://admissions.nid.edu/>
4. Careers360 – Product Designer Salary — <https://design.careers360.com/articles/product-designer-salary-in-india>
5. CEED 2026 – IIT Bombay (M.Des entrance) — <https://www.ceed.iitb.ac.in/>



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