

2026

The Division of Industrial Design (DID) is the first university-level programme in Singapore to offer degree studies in Industrial Design.

Division of Industrial Design

Our BA (Hons), MDes, MA, and PhD programmes are highly selective, cultivating a dynamic blend of design thinking and innovation practices fused with artistic, humanistic, and technological expertise. Graduates become invaluable resources as empathetic designers, innovators, facilitators, entrepreneurs, and transformational leaders.

Our vision is to create a better future through design. With every studio, seminar, or research endeavor, we aspire to improve human experience through design. We immerse students in interdisciplinary skills and critical thinking necessary to pinpoint unmet needs and tackle the complexities of developing viable new products, experiences, interfaces, services, communication, and environments.

While rooted in exceptional functionality and form, our approach propels designers beyond basic aesthetics into a deep understanding of human perception, behavior, emotions, psychology, culture, and habits. This ensures DID's innovations transcend simple fixes, becoming holistic solutions that enhance user experiences while bringing value to business.

Since its inception in 1999, the Division of Industrial Design (DID) at NUS has built a strong record of design excellence. Students and faculty have amassed an impressive list of international design awards, and the research output of our scholars is extensive and highly impactful.

Social & Service Transformation

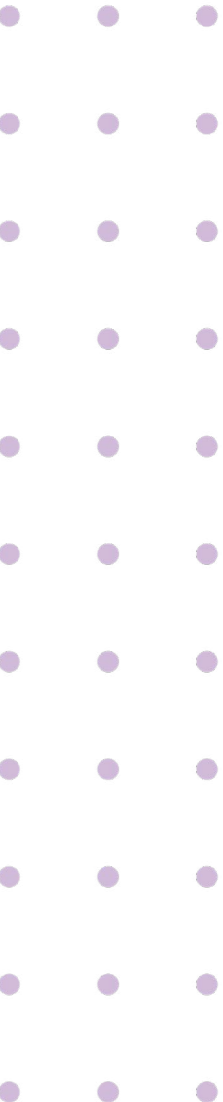
A human-centred approach to designing interactions that are usable, meaningful and enjoyable. It focuses on bettering lives in the ever-changing society.

Design Futures & Critical Inquiry

An imaginative projection into the future of products, technologies, interactions, and culture. It spans from critical analysis to disruptive innovation.

Product Innovation

A fine balance between knowledge of market, function, and aesthetics. It aims to deliver an all-rounded experience that delights.

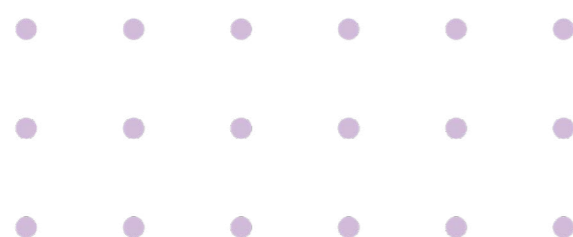


Postgraduate Coursework

Our Master of Design in Integrated Design programme provides a strategic, interdisciplinary platform to explore design's changing role across businesses, organisations, and society. It equips you with essential skills to address complex challenges and foster innovation through a blend of theory and practical experience.

By integrating areas like Service, Experience, Interaction, and Transformative Design, our programme prepares design professionals to lead meaningful change across industries, social sectors, and governments.

For more information: cde.nus.edu.sg/did/mdes



Course Structure

We believe that shaping designers and creative leaders requires a multifaceted approach, combining practice-based studio projects with theory-rich seminars, fostering cross-disciplinary collaboration with industry experts, and grounding it all in critical thinking and rigorous design methodologies.

Practice

In Collaboration with industry partners

Theory

Critical frameworks methodologies & thinking

Electives

Rich selection of relevant topics

Semester 1

8 Units

Integrated Design Studio 1

Close integration across practice & theory courses

4 Units

Design Research Methods

4 Units

Emerging Topics in Design

4 Units

Unrestricted Elective (UE)

Semester 2

8 Units

Integrated Design Studio 2

4 Units

Design Strategies & Leadership

4 Units

Collaborative Design

4 Units

Unrestricted Elective (UE)

Practice - Integrated Design Studios



The Integrated Design Studio offers a unique hands-on learning platform where students select from 2–3 real-world design briefs developed in collaboration with industry partners. Working in small, interdisciplinary teams, students are mentored by faculty and experts from partner organizations. Each semester brings new perspectives through fresh briefs spanning healthcare, hospitality, sustainability, technology, and more.

The following pages present an overview of this academic year’s industry-based design briefs, along with selected student projects developed in response.

Next-Gen Accessibility: Future-Ready Travel for Senior Travelers at Changi Airport

Industry Partner
Changi Airport Group

Supervisor
Sixiu Tan

How might we make travel more accessible for senior travellers at Changi Airport?

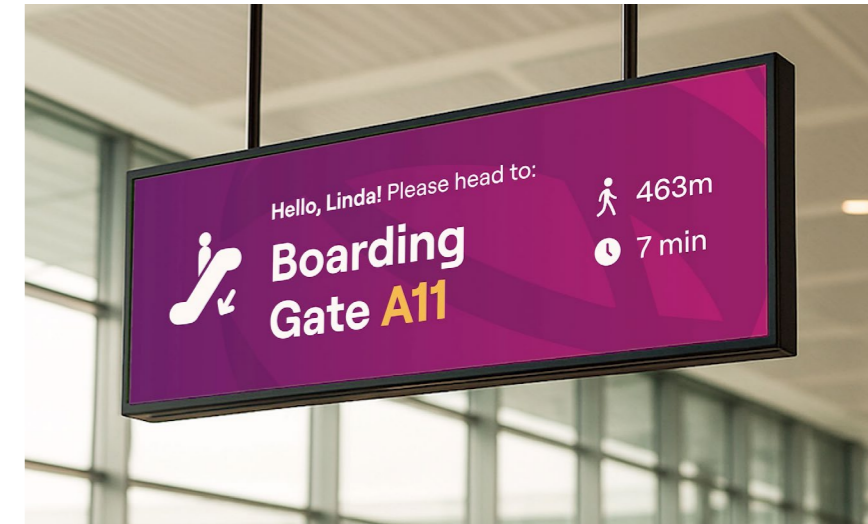
Leisure Lane
Vanessa Ban
Chelsea Wee
Emma Huang

Changi Leisure Lane bridges the gap between walking and wheelchair use for seniors, offering a dignified, hybrid travel experience. A personalised digital interface guides journeys by mobility level, while 'design as friction' encourages slower, more mindful travel. Corridors become heritage-inspired rest stops with local snacks, games, and performances. The concept reduces anxiety, supports independence, boosts retail engagement, and showcases Singapore's culture through immersive, comfortable transit experiences.



Changi VisionGate
Caitlyn Cu
Janani Ganeshkumar
Johnston Kor

Changi VisionGate reimagines transit by turning shared spaces into personalised journeys for senior travellers. Designed for simplicity, it reduces confusion and anxiety, enabling independent exploration while transforming waiting time into meaningful, comfortable, and engaging airport experiences.



Changi STRIBE
Dendy Gunawan
Rahul Gupta
Arav Malik

Travel anxiety for older travellers begins long before the gate – at home, check-in, security, and with every unfamiliar step. Support at Changi often starts only when asked; many never do. Changi STRIBE changes this with a passive NFC wristband - no charging, no data stored. It enables boarding, flags medical needs, guides navigation, and shares updates with caregivers, creating a connected, anticipatory system of care throughout the journey.

Making Second-Hand First Choice

Industry Partner

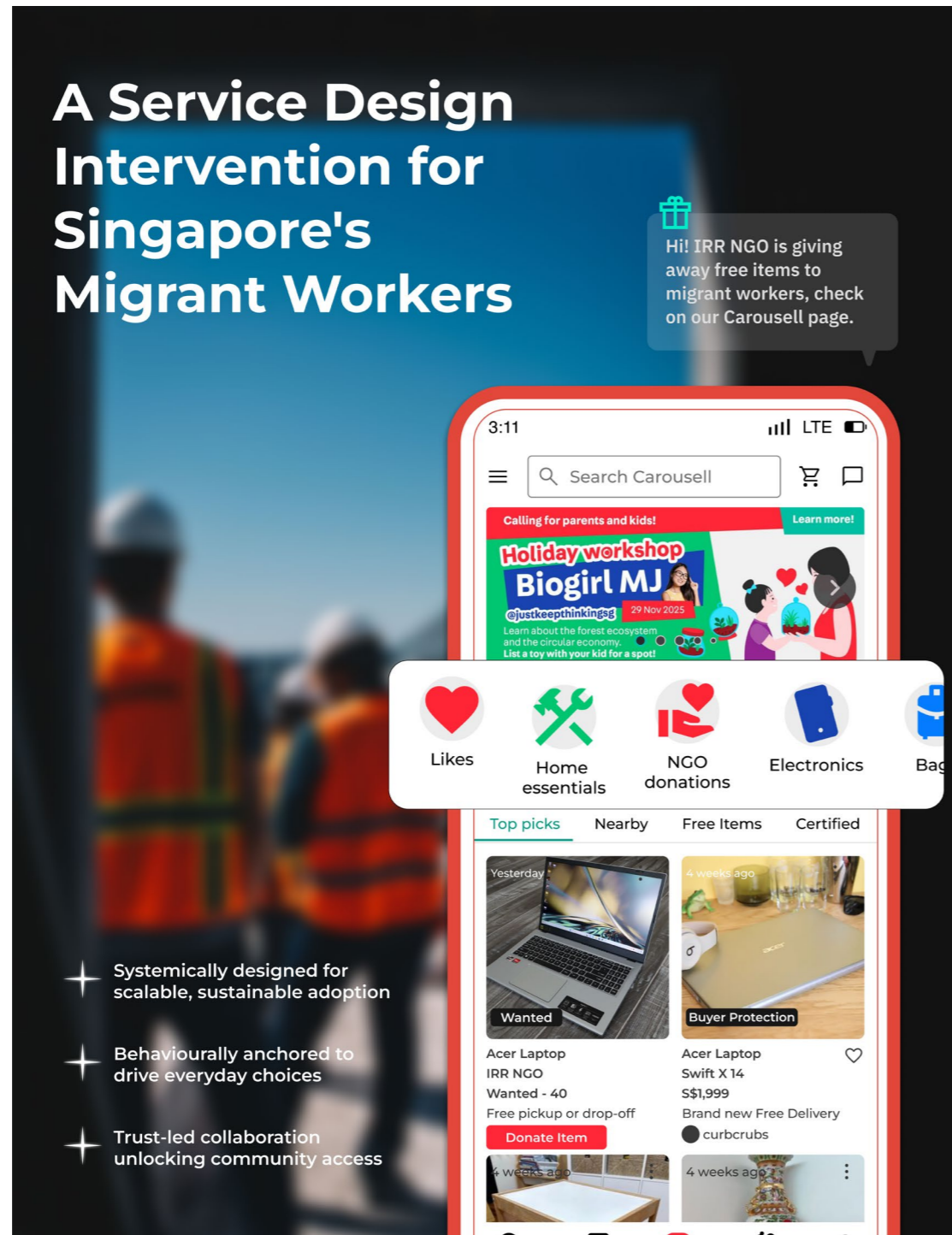
Carousell

Supervisor

Karin Aue

John Chan (Chemistry)

How might we make second-hand the first choice?



Carousell ReReach

Bhavika Malik
Rekha Mathew
Liu Mengdi

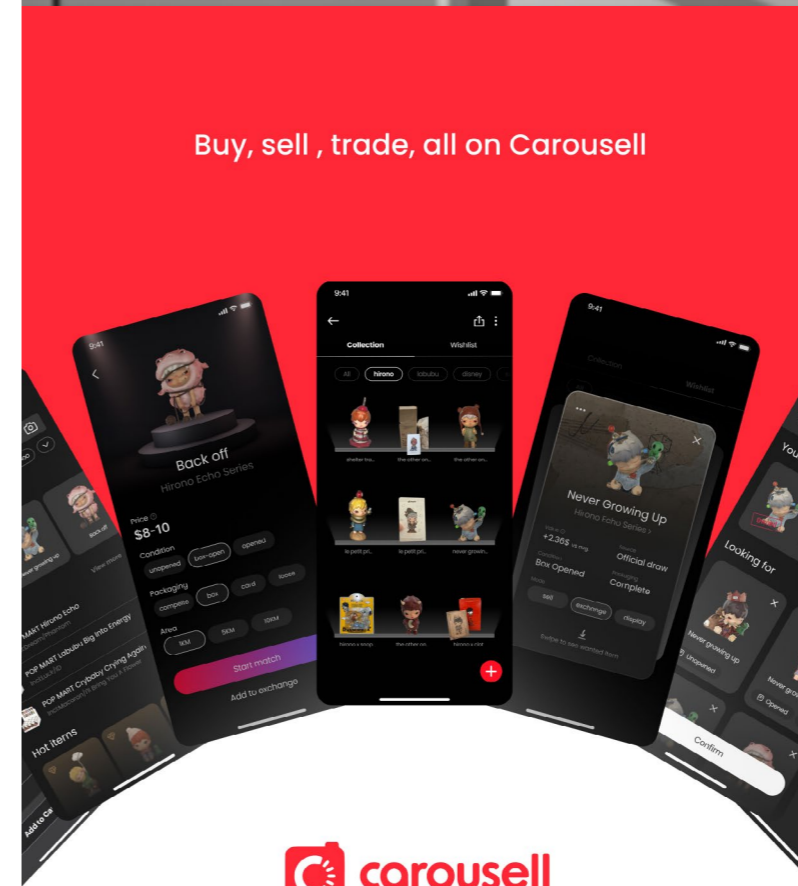
Carousell ReReach connects Singapore's migrant workers to the second hand economy through a Carousell x NGO donation-to-distribution model. Despite over 758,000 workers in need, adoption is limited by trust, delivery, and safety barriers. Through research and co-design, we reframe the journey as Trust > Explore > Join. The solution is a scalable, low-cost in-app system that links donors, NGOs, and migrants through verified free items, safety features, and behavioural nudges.



Carousell ReReach

Febri Nurhidayat
Lakshitha Poovannan
Liu Yixin

Carousell Certified Refurbished Appliances transforms end-of-use appliances into trusted, warrantied second-hand products. The system connects sellers, refurbishers, and buyers, extending lifespans, reducing e-waste, and making second-hand appliances a reliable first choice.



Collectibles Designer Toys

Momo Zhang
Zheng Zhidan

Designer toys are a fast-growing market on Carousell, but collectors face disorganised collections, unclear pricing, and mixed trading intent. Carousell Smart Trade addresses this with three features: a Digital Shelf for managing collections with live price tracking, a Smart Matching Hub for balanced blind box swaps, and clear trading signals to reduce friction Together, they create a trusted ecosystem that boosts engagement, transactions, and makes second-hand the first choice for collectors.

Design for the Unspoken

How might we open conversations about death?

Industry Partner
Ang Chin Moh Foundation

Supervisor
Christophe Gaubert
Chew Jia Ying

Supervisor
Celia Wong

Good Buy
Wang Shurui
Liu Mengdi
Wang Zinuo

In Singapore, families often avoid conversations about death, not from inability but uncertainty about how to begin. GOODBUY reframes this through a familiar supermarket experience, where visitors move from everyday items to funeral products. This gradual exposure encourages natural dialogue. Each visitor leaves with a personalised 'wish list' receipt, gently expressing end-of-life preferences and making difficult conversations more approachable, tangible, and shareable with loved ones.

Award: First Student Prize
sponsored by Ang Chin Moh Foundation

Sponsored Student Prizes
The Ang Chin Moh Foundation sponsored Student Prizes for projects responding to its brief on opening conversations about death.



The Last Piece
Lakshitha Poovannan
Rayhan Hilmi Hazim Warganegara
Chelsea Wee Ci En

Sharing food is a universal language of connection, especially in times of grief and loss. While 81% of Singaporeans say they are open to discussing death, only 12% have documented their wishes. The Last Piece is a cookie designed to spark that conversation. Each contains a 'missing piece' that invites sharing and reflection, supported by a QR code for end-of-life planning. Packaged as a gift, it frames preparation as an act of care and love.

Award: Second Student Prize sponsored by Ang Chin Moh Foundation

Design for the Unspoken

How might we open conversations about death?

Industry Partner
Ang Chin Moh Foundation

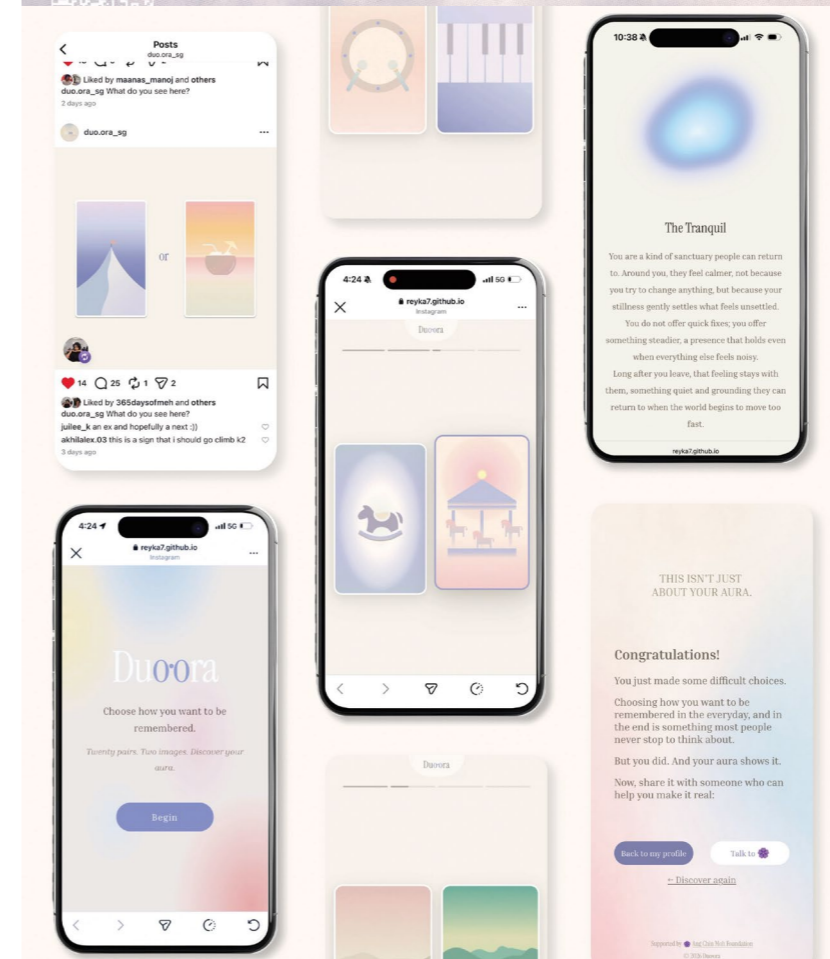
Supervisor
Christophe Gaubert
Chew Jia Ying

Supported by
Celia Wong

DAY-1
Qu Xinzhu
Gong Zheng
Guo Kaiyuan

In Singapore's multicultural context, conversations about death and pre-planning remain limited due to cultural taboos. To address this, the team designed a progressive system combining a 365-day countdown calendar with an online platform. Through humor and gradual tasks, it reshapes perceptions of time and mortality. The platform extends reflection into interaction and resources, transforming an avoided topic into an accessible experience that encourages awareness, consideration, and action.

Award: Third Student Prize
sponsored by Ang Chin Moh Foundation



Duo-ora
Liu Yixin
Rekha Mathew
Wang Wanying

Difficult to express how we want to be remembered, Duo-ora uses symbol-based choices to capture instinct without words. Users select between visual pairs, generating a personalised aura portrait shaped by their decisions. Each choice maps to deeper preferences, revealed only at the end to preserve authenticity. Spanning digital and physical touchpoints, it turns avoided conversations into natural ones, offering insights that enable more meaningful, emotionally resonant end-of-life planning.

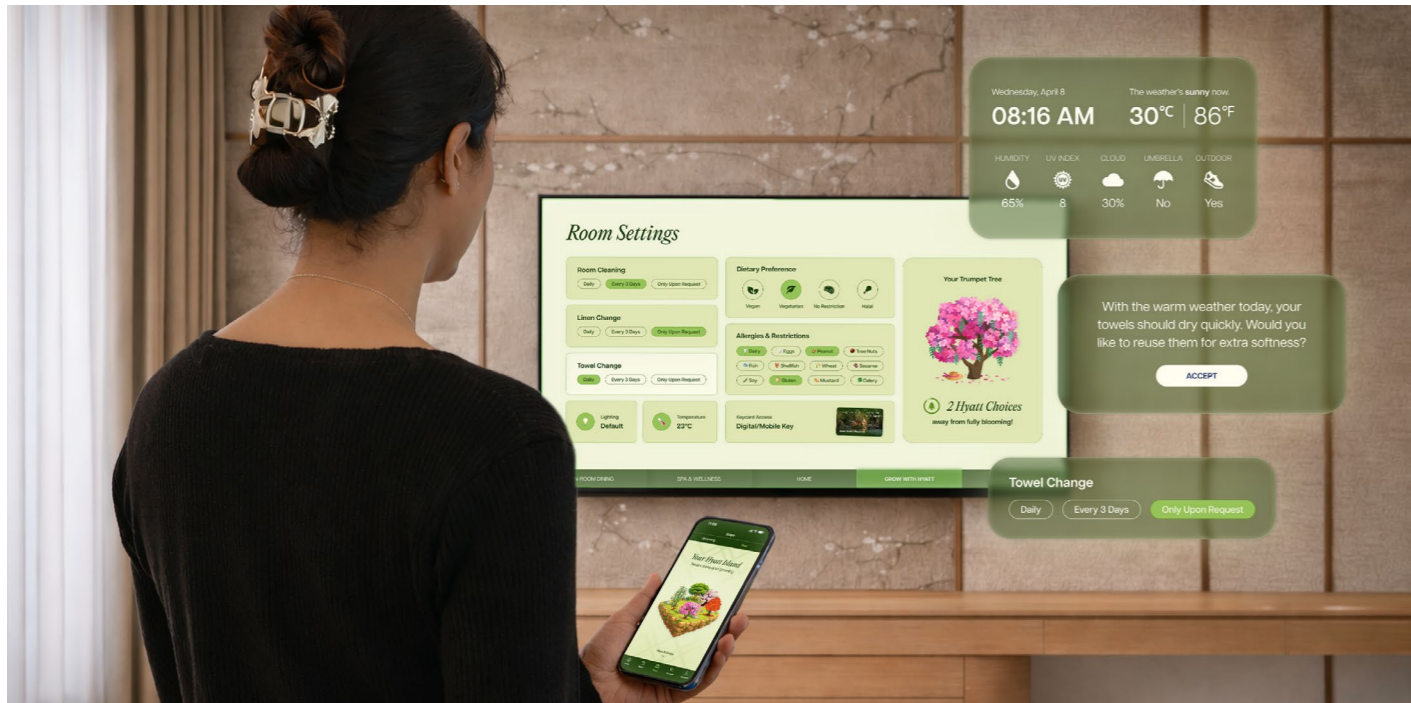
Caring for Guests and the Planet — Bridging Sustainability & Operational Excellence for Hyatt Hotels

How might we drive lasting sustainable behaviour change among guests and colleagues while preserving the operational excellence and premium guest experience synonymous with Hyatt?

Industry Partner
Hyatt Hotels and Resorts
Asia Pacific

Supervisor
Karin Aue
Justin Moon

Integrated Design Excellence Award
The Integrated Design Excellence Award aims to recognise each individual in the best-performing group demonstrating excellence and outstanding achievement in ID5001 Integrated Design Studio 1 and ID5002 Integrated Design Studio 2.



Grow with Hyatt
Caitlyn Cu
Janani Ganeshkumar
Johnston Kor

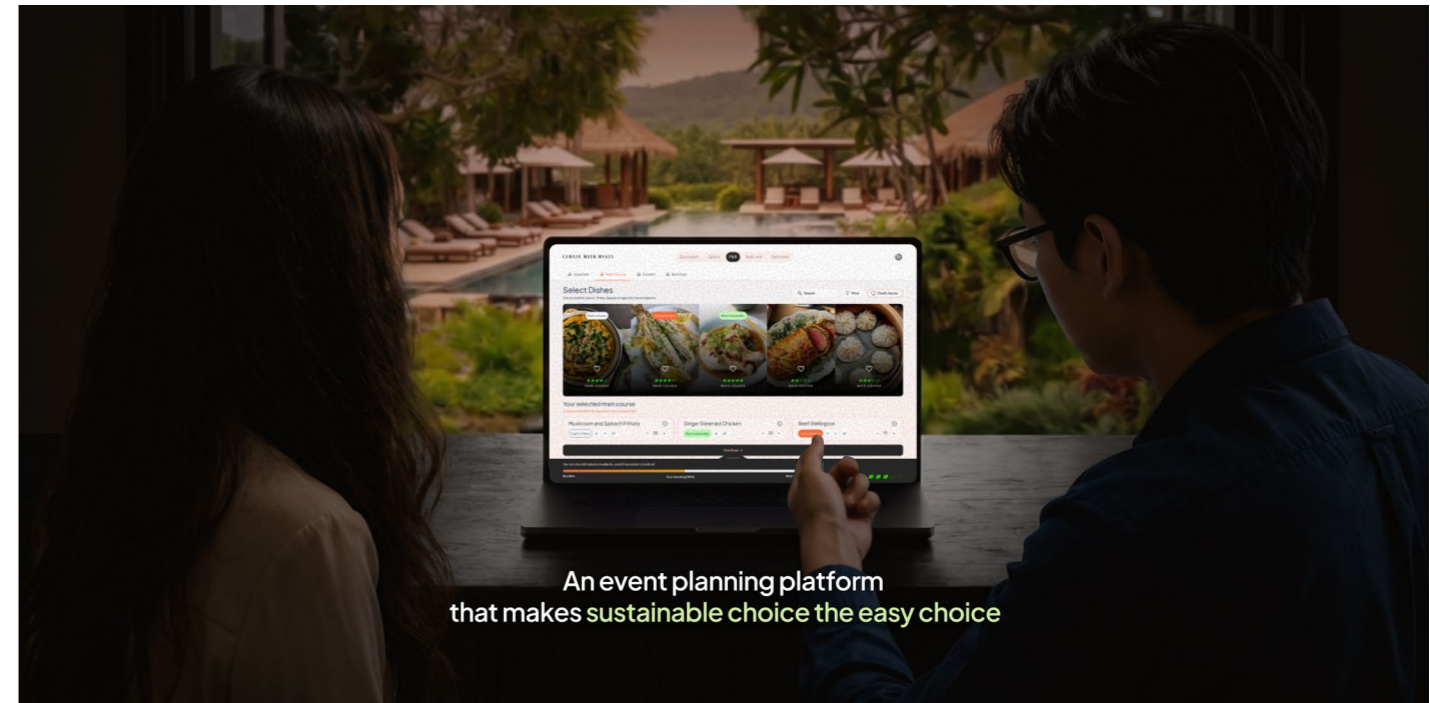
In luxury travel, guests often value sustainability but rarely act on it during their stay due to limited visibility and engagement. Many of the existing initiatives at Grand Hyatt Singapore remain fragmented and unseen. Grow with Hyatt addresses this through an integrated ecosystem of pre-arrival curation, in-room dynamic dashboards, and post-stay summaries. It transforms sustainability into a visible guest journey, offering personalised choices, real-time impact feedback, and reflection tools, embedding meaningful, scalable sustainability into luxury hospitality experiences.

Awarded Integrated Design Excellence Award



Reimagining the MICE Buffet for the Reduction of Plate Waste
Vanessa Ban
Kaixin Yang
Emma Huang

Food waste remains a critical global issue, especially in buffet cultures where abundance signals hospitality. This project tackles this paradox through three subtle interventions that encourage mindful consumption. These invisible strategies transform sustainability into an elegant experience, fostering a waste-less mindset through intentional, mindful dining.



An event planning platform that makes sustainable choice the easy choice

Curate with Hyatt
Bhavika Malik
Febri Nurhidayat
Rahul Gupta

Curate with Hyatt is a planning ecosystem for corporate MICE events at Grand Hyatt Singapore that embeds sustainability into pre-event decision-making. It addresses the lack of guidance for clients and the perceived commercial risks for sales teams. The system offers guided flows, visual menus, backend F&B sustainability support, live benchmarking, and pre-event impact reports. Integrating all stakeholders reduces friction and makes sustainable events a default, actionable, and credible planning outcome.

Theory & Methods

In focused theory-based seminars, students build a solid foundation in design strategy, leadership, and research methods, engaging with critical frameworks and emerging topics to tackle real-world challenges.

Design Strategies & Leadership

Instructor

R Brian Stone

Design Research Methods

Instructors

Clement Zheng
Jung-Joo Lee

Guest Lectures

Nation by Design by Nature: Relational Urbanism and More-than-Human Futures

By Marcus Foth

Professor, Urban Informatics in the School of Design and a Chief Investigator in the QUT Digital Media Research Centre (DMRC), Faculty of Creative Industries, Education, and Social Justice, Queensland University of Technology, Brisbane, Australia.

Discussing Future Funerals Starting from a Design Fiction Film

By Daisuke Uriu

Associate Professor at the College of Design Engineering, Shibaura Institute of Technology in Tokyo, Japan.

Emerging Topics in Design

Instructors

Karin Aue
Janghee Cho

Guest Lectures

Designing for Everyone: Lessons from the BBC and Facebook

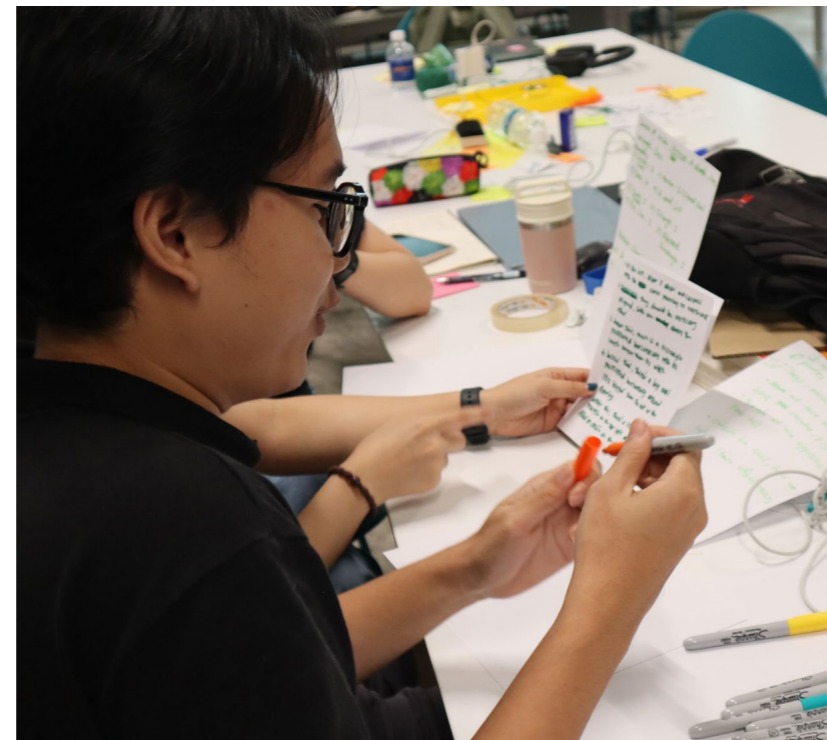
By Julie Schiller

Award-winning UX and Product Strategist

Futures Thinking in Practice

By Maya Madhusoodan

Founder, Common Oddities



Collaborative Design

Instructor

Karin Aue

Guest Lectures

The Punggol Digital District Mural

By Aditi Neti

Creative Technologist, Design Factory, Singapore Institute of Technology, Australia and Jefferey T.K. Valino Koh Associate Professor, Singapore Institute of Technology

Inclusive, participatory design, empowering communities to shape their built environments through socially just methods

By Larry Yeung

Participate in Design Adjunct Assistant Professor in CDE Department of Architecture

Three Stages of AI Maturity, Three Models of Teamwork

By Lilian Shieh

Head of Design Practice, Gov Tech Singapore

The Good, The Bad, and the Beautifully Ugly Realities of Co-Design

By Tamsin Greulich-Smith

Director, Design Practice, & Founding Director, School of X

Workshops



Leading through Collaboration: A Design Masterclass

By Andre Rubin

Founder of Audacity Academy



Games for Change NUS Game Jam

By Vince Siu

Founder and CEO of Press Start Academy, Founding Curator of Games for Change Hong Kong

Electives

The academic experience is enhanced and personalised through a wide range of elective courses, allowing students to tailor their learning to their interests.

Design for Healthy Living

Instructors
Cees de Bont

Interdisciplinary Ways of Knowing

Instructors
Janghee Cho

Guest Lecture

Designing for 'We': Expanding Collective Capability through Society-Centred AI
By Dr Kenny Choo
Assistant Professor (SUTD)

Creative Computing

Instructors
Clement Zheng

Advanced Interaction Design

Instructors
R Brian Stone

Sustainable Innovation: Design & Transformation Strategies

Instructors
Karin Aue

Fieldtrips
Vivogreen and Ecoworks

Design Research Immersion Programme

Instructors
DID Faculty



Spatial Computing: Design and Development

Instructors
Gabriel Lipkowitz

Cybernetic Systems: Bodies and Environments

Instructors
Irmandy Wicaksono

Independent Study for Graduate Design Research

Instructors
DID Faculty

Integrated Design Internship

Graduate Certificates

Graduate Certificate in Design Discovery & Emerging Topics

Develop critical thinking and analyse complex challenges through research methodologies.

Identifying design opportunities and incorporating key trends, technologies, and innovative methodologies into impactful practice.

Graduate Certificate in Integrated Design

Set in a project-based, hands-on environment that simulates professional practice.

Tackle real-world challenges presented by industry partners and drive impactful change across industries and sectors.

Graduate Certificate in Design Leadership

Learn to tackle business problems, strategise, and integrate design practices for effective solutions in real-world contexts, emphasising service learning.

Apply Design Strategy and Design Leadership using Design Thinking and interdisciplinary collaboration.



Alumni Testimonial

“During the course, we explored valuable frameworks, tools, and theories for approaching various design challenges. A key takeaway was how strategic design and design leadership can competitively differentiate companies and drive success.

Exploring design-driven strategy and co-design with expert instructors and a diverse set of peers deepened my understanding of design, making this course impactful for anyone who is looking to grow in their design journey.”

Jehru Ethan Harris



Celebrating the second graduating class of our Master of Design in Integrated Design



As the academic year comes to a close, we celebrate not just the end of a chapter but the journey that brought us here. The MDes cohort has navigated months of creative exploration, challenges, and breakthroughs – growing both individually and together along the way. What began as a shared ambition has become a community shaped by collaboration, resilience, and curiosity. Graduation marks a milestone, but also a beginning. As we step forward, we carry with us the ideas, friendships, and experiences that will continue to inspire what comes next. Here's to new paths, bold thinking, and the future we're ready to design.

What our alumni say

MDes Graduate AY25/26



Janani Ganeshkumar

The past year recalibrated my understanding of design, shifting it from a form-making practice to one grounded in structured inquiry, systems thinking, and strategic intent. Engagement with leading research labs, alongside a cohort culture that welcomed contentious dialogue around emerging questions, kept me constantly curious and critically challenged. Equally formative was working on varied client projects within multidisciplinary teams. My team brought together a graphic, interior, and product designer across countries and generations. Our diverse perspectives sharpened our synthesis, with debate driving a shared pursuit of clarity while navigating wicked problems. In this environment, I articulated my positioning as a designer and defined the impact I hope to make across both academic and professional contexts. The faculty, in particular, offered a vantage point to engage with complex emerging problems, for which I remain deeply grateful.



Febri Nurhidayat

The MDes programme has really shaped how I think about design and the kind of work I hope to pursue. Through projects with Hyatt and Carousell, I learned to look beyond end users and strategically design with the wider ecosystem in mind, including business feasibility, emerging technology, and the many stakeholders involved. The programme also showed me that thoughtful, in-depth design interventions matter just as much as how we communicate them to different audiences. That ability to navigate both complexity and communication is something I will carry forward in my career, and it has deepened my interest in the intersection of business, tech, and design. I'm especially grateful to Karin for her guidance, resourcefulness, and generosity in supporting us through both academic and personal developments along the way.



Ban Hui Min Vanessa

The MDes has shown me that my professional practice only forms a small part of what design can be. This journey challenged me to look beyond familiar methods and trust a creative process that prioritises research, exploring, and making. I'm thankful for my course mates and their diverse creative backgrounds, which have been a definitive part of the MDes experience and have helped me build newfound confidence working across disciplines. I would also like to extend my thanks to the faculty: Karin, Sixiu, and Clement, for their invaluable support and guidance throughout this programme. Their mentorship has been instrumental in helping me navigate the challenges of the course.

Postgraduate Showcase 2026

The Division of Industrial Design marked a significant milestone with its inaugural Postgraduate Showcase 2026, held at The Lodge, TechnoEdge. Bringing together students, faculty, industry partners, and guests, including Guest of Honour Deputy Dean (Education) Dr Martin Buist, the event celebrated the breadth and depth of postgraduate design education and research at NUS.



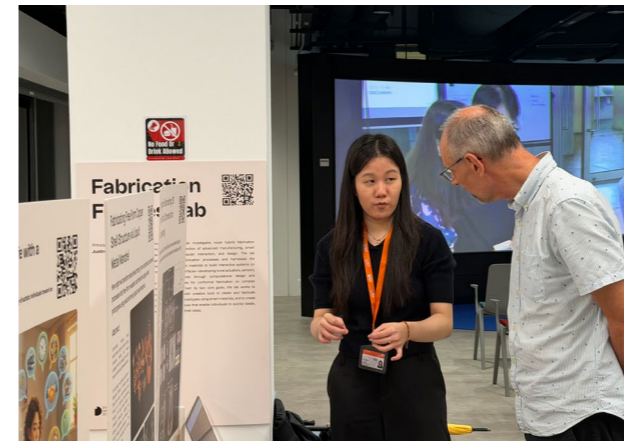
More than an exhibition, the showcase reflected the evolving role of design today. In his opening remarks, Associate Professor R Brian Stone observed that design has moved beyond the creation of objects to become a discipline grounded in strategy, research, and systems thinking. Head of Department, Dr Cees de Bont, reinforced this, positioning the showcase as a statement of NUS design's identity, one that integrates artistic and humanistic perspectives with scientific and technological expertise to address pressing societal challenges, including ageing, human-centred AI, and sustainable design.

The MDes programme, introduced just two years ago, featured prominently in the exhibition. Programme Lead Karin Aue reflected on its success, from an inaugural cohort of 15 students to over 500 applicants for the upcoming intake, underscoring the increasing demand for designers and their critical capacities in navigating complexity.



Complementing this, the MA and PhD programmes, introduced by Associate Professor and Deputy Head (Research) Dr Yen Ching-Chiuan, demonstrated research spanning human-systems interaction, healthcare, reflective design, emerging technologies, and more, organised around three clusters: Inclusive Care and Systemic Wellbeing; Human-Centred AI and Interactive Experience; and Computational Design and Fabrication Ecology.

Showcased projects addressed diverse and pressing challenges and close collaboration with partners from industry: encouraging second-hand consumption with Carousell, improving travel experiences for senior passengers at Changi Airport, promoting sustainable behaviours with Hyatt, and fostering conversations around death and dying with the Ang Chin Moh Foundation. The evening also recognised outstanding student achievement through the Ang Chin Moh Foundation Student Prize and the Integrated Design Excellence Award.



As guests engaged with the exhibits and their creators, the showcase affirmed DID's vision: design as an integrative, forward-looking discipline that not only generates knowledge but shapes more inclusive, thoughtful, and resilient futures.

