



## **Ashish Deshpande**

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Director &

Principal Designer

**Elephant**

**Strategy + Design**

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Ashish grew up and schooled in the Indian national capital New Delhi before proceeding to study Industrial Design at the National Institute of Design, Ahmadabad, India.

He started his design entrepreneurship by co-founding one of India pioneering design practices in 1989. Today he is associated with Elephant Strategy + Design, an innovative multi-disciplinary design practice from India with work spread across many countries. For several years, Elephant has been providing integrated design solutions to clients in banking, information technology, telecommunications and consumer goods, automobile, pharmaceutical and infrastructure development.

Ashish leads the Product Experience group at Elephant. Over the years he has lead several design projects ranging from appliances, lifestyle products & medical equipment to retail and experiential environments. He and his team at Elephant Design have been a recipient of several awards including Jindal Stainless Steel Innovation award, finalist at international Spark Awards 2009 and the recent Plasticon Award 2009 for product innovation.

Ashish has been a speaker at various conventions, seminars & workshops. Recently, Ashish has been a juror at :output design awards, Amsterdam and been invited to participate in the Clear Village Foundation lab in Barcelona.

Ashish believes that design & designers both need to be responsible and promotes commutation sans fuel, believing in pedal power and wind power. He is a keen cyclist and occasionally flies using his paraglider.