DR. PUSHKAR PANDEY

UX Research & Design Ops Lead

CONTACT

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EDUCATION

2019 - 23 **Doctor of Philosophy (PhD)**
Indian Institute of Technology Kanpur

2019 - 21 **Master of Design (M.Des)**
Indian Institute of Technology Kanpur

2014 - 18 **Mechanical Engineering (B.Tech)**
Nagpur University

PUBLISHED

Design in the Era of Industry 4.0, Volume 1
Springer
title - "UIGuidelines for Cultural Sensitivity in Indian Handicraft User Interfaces."

Design in the Era of Industry 4.0, Volume 2
Springer
title - "Deriving Design Patterns for Handheld Augmented Reality Games"

EUROPEAN ACADEMIC RESEARCH Vol. X
title - "An Empirical Study on Human-Centric UX Design Principles and Design Thinking"

ACADEMICS

Typography
DOD, IT Guwahati (Prof. Uday Kumar)

Forms Exploration
IDC, IIT Bombay (Prof. Avinash Shinde)

User Centric Design
Ohrna India (Founder Jhumkee Iyengar)

User Study
DOD, IIT Kanpur (Prof. Kaumudi Patil)

Product Design Through UX Study
IDC, IIT Bombay (Prof. Nishant Sharma)

Product Design
DOD, IIT Kanpur (Prof. J. Ramkumar)

ACHIEVEMENTS

Institute Volleyball Team Captain
(Indian Institute of Technology Kanpur)

Student Entrepreneur Nagpur Chapter
(TiE, The Indus Entrepreneur)

IIT Kanpur Student Representative NDIN
(National Design Innovation Network)

Indian Engineering Olympiad
(2 Times in All IIndia Ranking List)

Academic Excellence Awaard Year 2019-20
(Master in Desing, IIT Kanpur)

INTERNATIONAL EXPOSURE

Cappadocia, Nevşehir	2ND INTERNATIONAL CAPPADOCIA SCIENTIFIC RESEARCH CONGRESS
Mardin, Turkey	8th INTERNATIONAL MARDIN ARTUKLU SCIENTIFIC RESEARCHES CONFERENCE
Ankara, Türkiye	4th INTERNATIONAL ANKARA MULTIDISCIPLINARY STUDIES CONGRESS
Erzurum, Türkiye	AL-FARABI 11TH INTERNATIONAL CONFERENCE ON SOCIAL SCIENCES
Mardin, Turkey	INTERNATIONAL ANATOLIAN CONGRESS ON SCIENTIFIC RESEARCH
Tokyo, Japan	6th INTERNATIONAL CONFERENCE ON INNOVATIVE STUDIES
Izmir, Türkiye	INTERNATIONAL CONGRESS ON INNOVATION TECHNOLOGY
Izmir, Türkiye	INTERNATIONAL EGE CONGRESS ON SOCIAL SCIENCES & HUMANITIES
Bangkok, Thailand	XVI INTERNATIONAL CONFERENCE ON APPLIED RESEARCH IN ENGINEERING

SOFTWARE SKILLS

Design & Prototyping
Figma, FigJam, Design Systems, UI Audits, Interaction Design, Wireframing

Analytics & Measurement
Google Analytics, UX Metrics, Funnel Analysis, Experience KPIs

Collaboration & Documentation
Notion, Miro, Stakeholder Workshops, Design Reviews, Research Playbooks

Technical Exposure
Python (basic), MATLAB, AR/VR Prototyping

ABOUT ME

UX Research & Design Ops Lead with 6+ years of experience driving organization-wide experience standards, research frameworks, and design quality across large-scale digital ecosystems at Jio Platforms.

WORK EXPERIENCE

2023 - Present **Jio Platforms Limited**
UX Research & Design Ops Lead

- Led UX audits across 10+ Jio products, driving consistency in usability, interaction patterns, and design system adoption.
- Defined and operationalised the One Jio Experience framework, translating vision into 15 actionable experience standards.
- Conducted research at scale (usability testing, journey audits, CX evaluations) to inform product and design decisions.
- Partnered with Product, Design, Engineering, and Leadership to embed research insights into roadmaps and releases.

2021 - 2022 **Defence Research and Development Organisation (DRDO)**
PROJECT ASSOCIATE

- Conducted UX research and interface design for mission-critical defense software, focusing on usability, clarity, and operator efficiency.
- Designed and evaluated UI screens based on user workflows and task analysis.
- Contributed to object detection and image processing solutions using MATLAB and Python.
- Supported development of a palm-sized drone for object identification through research, testing, and prototyping.

2019 - 2023 **Indian Institute of Technology Kanpur**
UX RESEARCHER

- Led doctoral research on handheld augmented reality (AR) games, focusing on user experience patterns and interaction design.
- Conducted empirical UX studies using usability testing, UX questionnaires, and qualitative research methods.
- Derived and validated design patterns through user research and prototyping.
- Published findings in international journals, contributing to academic and applied UX knowledge.

PROJECTS

Jun - Ongoing 2025 **Jio Finance Services**
UX Research Lead

- Led end-to-end user flow testing across key financial journeys.
- Conducted CX, UI, and usability audits to identify experience gaps.
- Defined experience principles guiding design and product decisions.
- Enabled research-led improvements aligned with user needs and business goals.

Dec - Ongoing 2024 **Jio.com (Website Redesign)**
UX Research Lead

- Led usability testing and benchmarking for the Jio.com redesign.
- Evaluated discoverability and navigation for core products and services.
- Compared legacy and redesigned experiences to validate improvements.
- Informed design decisions to create a more intuitive and coherent journey.

Feb - Ongoing 2024 **JioTranslate App**
UX Research & Audit Lead

- Led research from beta testing through multiple product launches.
- Conducted evaluative research and UI audits to refine interactions.
- Ensured alignment with Jio Experience Principles across the product.
- Supported iterative improvements through actionable research insights.

Feb - Ongoing 2024 **JioTV App**
UX Research & Experience Lead

- Led research during development and post-launch phases.
- Conducted usability testing and UI audits to improve navigation and content discovery.
- Evaluated interaction patterns to enhance engagement and ease of use.
- Ensured consistent application of experience and design standards.

Jan - Ongoing 2024 **One Jio Experience Framework**
Design Ops & Experience Strategy Lead

- Defined an organization-wide experience framework spanning digital and physical touchpoints.
- Created 15 actionable experience standards to guide product, design, and CX teams.
- Enabled adoption through documentation, reviews, and cross-team collaboration.
- Established a shared language for experience quality and decision-making.

Aug- Ongoing 2023 **Jio Design System Development**
Design Ops & UX Strategy Lead

- Led research to inform the development of the Jio Design System by documenting patterns, components, and guidelines across multiple products.
- Conducted comparative audits and pattern analysis to identify reusable UI/interaction components and ensure consistency.
- Partnered with product and design teams to align design tokens, components, and UX conventions.
- Enabled faster onboarding of new products and reduced design inconsistencies by providing a shared toolkit and guidelines for teams across the organization.

Aug- Ongoing 2023 **System of Interaction (Org-wide UX/UI Audits)**
Design Ops Lead

- Led organization-wide UX and UI audits across multiple Jio products.
- Evaluated design system compliance, interaction patterns, and usability standards.
- Created structured audit frameworks, checklists, and reporting formats.
- Enabled teams to improve experience consistency and design quality at scale.

2020 - 2023 **Design Patterns for AR Games**
UX Researcher / UI Designer

- Conducted empirical research on handheld AR game experiences.
- Derived 10 UX design patterns through usability studies and user testing.
- Applied validated frameworks and UX evaluation methods.
- Prototyped and validated patterns through a functional AR game concept.