







# DR. PUSHKAR PANDEY

User Experience Designer

## CONTACT

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## EDUCATION

- 2019 - 24 **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 - "UI Guidelines 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 India Ranking List)
-  Academic Excellence Award Year 2019-20  
(Master in Design, 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

## ABOUT ME

I'm a User Experience Design leader for my organisation and a mentor for my team. A problem solver who loves guiding a team towards a common or bigger vision through reasonable milestones.

## WORK EXPERIENCE

- 2023 - Present** **DESIGNER, SYSTEM OF INTERACTION**  
**Jio Platform Limited**  
  
"Designing Experience" follows a UX/UI Designer at Jio, blending technology with user-centric design. As a manager in the design engineering role, we shape user interfaces and experiences.
- 2021 - 2022** **PROJECT ASSOCIATE**  
**Defence Research and Development Organisation (DRDO)**  
  
Work as a research scholar in DRDO. The objective of research divided into 3 parts, UX research on current software interface and develop UI screen, object detection and image processing using MATLAB skills, code using Python language and develop palm size drone for object detection and identification
- 2019 - 2023** **UX RESEARCHER**  
**Indian Institute of Technology Kanpur**  
  
Worked as a UX Researcher in "Designing Reality," witness the gripping pursuit of a PhD student as I delves into the world of handheld augmented reality games. Battling academic challenges and rivalries, he unlocks groundbreaking design patterns that redefine gaming experiences.

## PROJECTS

- Dec - Ongoing** **Jio.com**  
**2024**  
  
Led user testing initiatives for the Jio.com redesign to assess its usability, engagement, and overall user experience compared to the current version. Focused on evaluating the ease of exploring key products like JioSaavn and JioPhone Prima, ensuring the new design aligns with user expectations and fosters a more intuitive and meaningful interaction.
- Feb - Ongoing** **Jio Translate Application**  
**2024**  
  
Led research from beta testing through the first launch and conducted evaluative research for the second launch, focusing on enhancing the user experience. Conducted UI audits to refine interaction design and ensure seamless usability. Additionally, ensured brand alignment with Jio Experience Principles across the product, contributing to a cohesive and intuitive interface that supported successful product iterations.
- Jun - Ongoing** **Jio TV Application**  
**2024**  
  
Led the development and testing phases of the Jio TV application. Conducted user testing to refine user interface design and functionality. Conducted UI audits to refine interaction design and ensure seamless usability. Additionally, ensured brand alignment with Jio Experience Principles across the product, contributing to a cohesive and intuitive interface that supported successful product iterations.
- Jan - Ongoing** **System of Interaction (UX/UI - Audit)**  
**2024**  
  
As a UX Designer at Jio within the central team of System of Interaction, I lead UI auditing projects that encompass a thorough analysis of functionality, performance, design system compliance, component style, and interaction patterns. My role involves ensuring that Jio products meet high standards of usability and design coherence. Notable projects I have audited include JioFit, JioTV, and JioTranslate, etc.

- 2020 - 2023** **Design Patterns for AR games**  
  
Researched and derived ten design patterns for handheld augmented reality (HAR) games, published in the European Journal. Leveraged UX Design Principles and Stanford Design School Principles for Problem Discovery through user testing methodologies. Conducted an empirical study utilizing User Experience Questionnaire (USU), ARTiDiff questionnaire, and applied Spradley's Nine Dimensional Principle for pattern derivation. Validated findings by developing the HAR game "AR World" using Figma, ensuring alignment with derived design patterns.

## SOFTWARE SKILLS

