



PRATITI SARKAR

UX DESIGNER | UX RESEARCHER

📍 New Rajendra Nagar, Delhi
✉ sarkarpratiti@gmail.com
🌐 pratitisarkar.github.io
📞 +91-9628579959

ABOUT ME

I am a passionate researcher + designer with the urge to learn and explore more. While observing the behaviours of people around me, I collaboratively work towards enhancing those experiences through creative and innovative design solutions.

SOFTWARE SKILLS

Adobe XD | Photoshop | Illustrator | Premiere Pro | InDesign
Autodesk 3ds MAX | Maya | Auto CAD
Others Figma | Sketch | Blender | Unity







RESEARCH & DESIGN SKILLS

 Stakeholder Mapping	 Ethnographic Study	 Focus Groups and Interviews
 Mind Mapping	 Persona Development	 Journey Mapping
 Affinity Mapping	 Wireframes and Prototypes	 Usability Testing

ACHIEVEMENTS

2022	National Brilliant Scholar Award International Multidisciplinary Research Foundation
2017	Gold Medalist Best All Rounder Girl Student of Two Year Master's Programme, IIT Kanpur
2016	1st Runner Up Honeywell Aerospace Design Challenge

INTERESTS

 Singing	 Sketching	 Trying Local Food
 Yoga	 Athletics	 Badminton

WORK EXPERIENCE

Deputy Manager, User Research

Aug 2021 - Present

Adani Digital Labs, Gurugram

To guide the design requirements for digitalized user experiences through primary and secondary research for the following verticals and projects:

- Adani Airports
- Adani Electricity
- Adani Electric Vehicles
- Adani International School
- Adani Wilmar

UX Design Intern

Jun 2016 - Sep 2016

Siemens Technology and Services Pvt. Ltd., Bengaluru

- Integrated seamless experience in Industrial workflow through Smartwatch
- Developed concepts and design to provide modern day experience to software architects

EDUCATION

Ph.D.

2017 - 2022
9.11 CPI

Indian Institute of Technology Bombay (IITB)

Thesis: Investigating Design Strategies for Classroom based Augmented Reality Learning Experiences

M.Des

2015 - 2017
9.25 CPI

Indian Institute of Technology Kanpur (IITK)

Thesis: Augmented Reality based Educational Kit to enrich Learning Experience

B.Tech (CSE)

2011 - 2015
8.26 CGPA

Indraprastha Institute of Information Technology Delhi (IIITD)

B.Tech Project: Character Animation

TALKS & WORKSHOPS

Invited Talk

24 April 2020

Designing an Immersive AR Learning Environment for Geometry Education

Future of Education for Virtual and Augmented Reality (FEVAR) Lab, Department of Psychology, Arizona State University (virtual)

Workshop

09 November 2020

Towards Designing a Mobile Augmented Reality Learning Experience

IEEE International Symposium on Mixed and Augmented Reality (ISMAR) 2020, Brazil (virtual)

SERVICE EXPERIENCE

Co-chair

2021

Showcase track

IndiaHCI 2021 Conference

Chair

2020 - 2021

IIT Bombay ACM SIGCHI

Student Chapter

Co-chair

2020

Student Design Consortium track

IndiaHCI 2020 Conference

PUBLICATIONS

Journals (Peer reviewed)

1. **Pratiti Sarkar** and Jayesh S. Pillai. **Approaches for Designing Handheld Augmented Reality Learning Experiences for Mathematics Classrooms**. Proceedings of the ACM on Human-Computer Interaction 5, no. CSCW2 (2021): 1-25.
2. **Pratiti Sarkar**, Kapil Kadam and Jayesh S. Pillai. **Learners' approaches, motivation and patterns to problem-solving on Lines and Angles in Geometry using Augmented Reality**. Smart Learn. Environ. 7, 17 (2020).

Conference Proceedings (Peer reviewed)

3. Sumita Sharma, Netta Iivari, Marianne Kinnula, Grace Eden, Aipta Ballav, Rocio Fatas, Ritwik Kar, Deepak Ranjan Padhi, Vahid Sadeghie, **Pratiti Sarkar**, Riya Sinha, Rucha Tulaskar, Nikita Valluri. **From Mild to Wild: Reimagining Friendships and Romance in the Time of Pandemic Using Design Fiction**. In Designing Interactive Systems Conference 2021, pp. 64-77. 2021.
4. **Pratiti Sarkar**, Kapil Kadam and Jayesh S. Pillai. **Collaborative approaches to problem-solving on lines and angles using augmented reality**. In 2019 IEEE Tenth International Conference on Technology for Education (T4E) (pp. 193-200). Goa, India: IEEE. 2019.
5. **Pratiti Sarkar**, Prabodh Sakhardande, Utsav Oza and Jayesh S. Pillai. **Study of Augmented Reality Interaction Mediums towards Collaboratively Solving Open-Ended Problems**. In 27th International Conference on Computers in Education (pp. 472-477). 2019.
6. **Pratiti Sarkar** and Jayesh S. Pillai. **User expectations of augmented reality experience in Indian school education**. In Research into Design for a Connected World (pp. 745-755). Springer, Singapore. 2019.
7. **Pratiti Sarkar**, Jayesh S. Pillai and Ankita Gupta. **ScholAR: A collaborative learning experience for rural schools using augmented reality application**. In 2018 IEEE Tenth International Conference on Technology for Education (T4E) (pp. 8-15). Chennai: IEEE. 2018.
8. Navneet Kaur, Rumana Pathan, Ulfa Khwaja, **Pratiti Sarkar**, Balraj Rathod and Sahana Murthy. **GeoSolvAR: Augmented Reality Based Application for Mental Rotation**. In 2018 IEEE Tenth International Conference on Technology for Education (T4E) (pp. 45-52). IEEE.
9. Satyaki Roy, **Pratiti Sarkar** and Surojit Dey. **DyMAR - Introduction to Dynamic Marker based Augmented Reality using Smartwatch**. In International Conference on Augmented Reality, Virtual Reality and Computer Graphics (pp. 448-456). Springer, Cham. 2017.
10. Surojit Dey and **Pratiti Sarkar**. **GO – A Persuasive Mobile Application For Indian Driving Scenario**. International Journal of Advance Engineering and Research Development, Volume-04, Issue-01. 2017.
11. Surojit Dey and **Pratiti Sarkar**. **Augmented reality based integrated intelligent maintenance system for production line**. In Proceedings of the 8th Indian Conference on Human Computer Interaction (pp. 126-131). 2016.

Book Chapter

12. Satyaki Roy, **Pratiti Sarkar** and Surojit Dey. **Augmented Learning Experience for School Education**. In: Lee N. (eds) Encyclopedia of Computer Graphics and Games. Springer, Cham

Doctoral Consortium

13. **Pratiti Sarkar**. **Exploring Design Strategies for Augmented Reality Learning Experience in Classrooms**. In 2020 IEEE International Symposium on Mixed and Augmented Reality Adjunct (ISMAR-Adjunct), pp. 314-316. IEEE, 2020.
14. **Pratiti Sarkar**. **Designing an augmented reality learning environment for visuospatial thinking in geometry**. In Proceedings of the 2020 ACM Interaction Design and Children Conference: Extended Abstracts (IDC '20). Association for Computing Machinery, New York, NY, USA, 34–37.