PRATITI SARKAR
UX DESIGNER | UX RESEARCHER

New Delhi
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pratitisarkar.github.io

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 Mutidisciplinary 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

SERVICE EXPERIENCE

Co-chair
2021
Showcase track
IndiaHCI 2021 Conference

Co-chair
2020
Student Design Consortium track
IndiaHCI 2020 Conference

INTERESTS

Singing · Sketching · Trying local food · Yoga · Athletics · Badminton

WORK EXPERIENCE

Assistant Manager, Product Design
Jan 2023 - Present

Paytm, Noida
- Design the DIY flows for the onboarding process of merchants on Paytm for Business app
- Design the flows for new initiatives for the merchants using Paytm for Business app
- Conduct pan India user research to gather the pain points and potential opportunities for consumer app regarding acquisition, retention and exploration of new features such as UPI Lite

Deputy Manager, User Research
Aug 2021 - Jan 2023

Adani Digital Labs, Gurugram
To guide the design requirements for digitalized user experiences through primary and secondary research for Adani Airports, Electricity, Electric Vehicles, Adani International School, and Adani Wilmar.

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 Panelist
28 - 29 Jan 2023

"Life after PhD" - Industry/Academia?
Pre-PhD Symposium, Post PhD Consortium, IDC School of Design, IIT Bombay

Invited Panelist
04 September 2021

Next-Generation Education Technology: Trends and Opportunities in Education 4.0
Education Technology Vertical, Centre foe Emerging Technologies for Sustainable Development, IIT Jodhpur

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)

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, Alipta 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.