

**Aparna
Sharma**

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Work Experience

PhD Candidate - Centre for Information Technology and Public Policy – IIIT-Bangalore Bengaluru, India | July 2023 – Present

- Completed coursework in Human-Computer Interaction, Qualitative Research, Topics in the Political Economy of Technology, Urban Studies and Cognitive Psychology. Currently serving as a teaching assistant for the course Social Pathways to Information Technology.
- Conducted qualitative research on user experiences with online dating apps in India using user interviews and walkthrough sessions, focusing on understanding user behaviour and interactions.
- Led research initiatives to improve the usability of Samsung's Quickshare feature, conducting user studies and collaborating with cross-functional teams to enhance user interaction and satisfaction.
- Collaborated with interdisciplinary teams for assisting department talks & conferences, social media outreach, data analysis projects, and user experience optimization.

BITS Pilani, KK Birla Goa Campus – 2021- 2022

Research cum Teaching Assistant (Department of Humanities and Social Sciences)

- Conducted in-house research, assisted classroom teaching for over 150 students, assisted weekly lectures, and monthly seminars between March 2021 – November 2022
- Routinely assisted department activities such as offline cultural programs, outreach activities, social media marketing, email marketing campaigns, content writing and editing assignments

Indira Gandhi National Centre for the Arts, Bengaluru – 2019 – 2021

Project Assistant (Academic and Outreach Division)

- Assisted research, documentation, & field work for 6 academic projects in collaboration with Bhartiya Vidya Bhawan, INTACH, Chitrakala Parishath, NIAS Bangalore, Hampi University and Bangalore University
- Conducted academic meet-ups, outreach initiatives, offline & online events for IGNCA Bengaluru in collaboration with different cultural, non-profit and research organizations
- Managed social media outreach, email marketing, and weekly newsletters.
- Coordinated and executed online PG Diploma courses in collaboration with educators and instructors.

Volunteering Solutions, Gurugram – 2014-15 & 2018-2019

Content Marketing Executive

- Managed content creation, editing, and marketing for three websites.
- Led content initiatives, including partnerships, sales pitches, and CSR activities.
- Coordinated research and development for ongoing projects, conducting FGDs and IGIs.
- Conducted fieldwork for various social projects across India, Nepal, and Thailand.
- Awarded the “Most Promising New Employee” for coordinating between Sales, Digital Marketing, and Operations teams, generating high ROI.

Education

- **BITS Pilani, KK Birla Goa Campus - MPhil in Liberal Studies - 2021-22 – Goa, India**
 - Completed MPhil thesis titled “Tinder, Tradition & True Love: Rise of Online Dating Culture in Urban, Middle-Class India” (2021)
- **Tata Institute of Social Sciences, Hyderabad (Telangana)**
 - Masters (MA) in Women’s Studies - April 2018
 - Awarded “The Best Dissertation” for outstanding research work amongst 30 students in the MA Women’s Studies outgoing Batch-
- **University of Delhi - BA (Hons.) English Literature - 2011-2014 - New Delhi, India**
- **Mater Dei Convent School - CBSE Std. XII & Std X - 2009-11 – New Delhi**

Skills

- Academic & UX Research, Qualitative & Quantitative Research & Data Analysis
- Content Writing, Editing & Proofreading
- Digital & Social Media Marketing