

# PRANJAL JAIN

## DESIGN RESEARCHER

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Designed digital products and services with an empathy focusing on users' needs. 4+ years relevant work experience leading interdisciplinary team with an exploration of human-machine relationships. Independently lead user research for products in the domain of news, finance, and online education. Processes in depth experience of training complex customer needs into requirements to deliver features that provide competitive differentiation to the product. Adept at understanding product requirements from a technology, customer as well as business point of view. Highly praised for work ethic, problem-solving, excellent communication, and adaptability.

## CORE COMPETENCIES

- Interaction Design
- User Research
- Design Thinking
- Concept Development
- Human-Centered Design
- Decision-making
- User Experience (UX)
- Critical Thinking
- Usability Testing
- Team Leadership
- Training & Mentoring
- Human Computer Interaction

## EDUCATION

**MASTER IN DESIGN(M.Des)** - *Human Centered Design*

**Srishti Institute of Art, Design and Technology**

**2019**

Bengaluru, India

**Coursework:** Interface Design, Information architecture, User research, Usability evaluation, Human factors, Design Research Methodologies, Service and System Design

**BACHELOR OF TECHNOLOGY (B.Tech)**- *Electronics and Communication Engineering*

**Vellore Institute of Technology (VIT)**

**2015**

Vellore, India

## PROFESSIONAL EXPERIENCE

**DESIGN RESEARCHER & CO-FOUNDER**

theUXWhale

**7/2020 - Present**

New Delhi, India

- Brought together multi-domain experts to inform the design practices at the heart of information technologies within the lived context of society and culture.
- Facilitated the design approaches of start-ups, corporates, and other enterprises, by providing research, pedagogical and dissemination expertise in designing technological solutions for the Indian market.
- Conducted workshops and seminars with diverse audiences and stakeholders.
- Conducted Privacy and the Pandemic in South Asia: Work From Home Culture, Class and Domestic Space workshop.
- Developed the course on Voice Assistants and Voice User Interfaces which introduced the audience to the VAs that are available in the market and provided insights into designing Voice User Interfaces (VUIs).
- Made the tools and strategies to teach and learn HCI Online.
- Re-designed the Notice and Consent - for Terms and conditions and Privacy Policies in Smartphone Applications

**RESEARH ASSOCIATE (Design)**

Future of Finance Initiative, Dvara Research

**10/2019 - 7/2020**

Mumbai, India

- Developed the interactive website presenting the "mark-up" of the India's Personal Data Protection Bill, 2019 (the Bill). The mark-up helped to create a more effective and consumer-friendly data protection framework suitable to India's unique context
- Identified the most serious categories of Aadhaar enabled Payment System (AePS) transaction failures based on data.
- Mentored 3 policy scholars to build storyboards and personas to understand different financial application usage.

**RESEARCH ASSOCIATE**

Digital Identity Research Initiative, Indian School of Business

**8/2018 - 8/2019**

Bengaluru, India

- Conducted research on digital identity from the perspective of privacy and security.
- Explored key questions around digital identity in India, particularly Aadhaar – the Indian government's biometric identity programme from the users' perspective.
- Conducted workshop on Privacy: Understanding the Concepts and Implications of Privacy in the Global South
- Mentored 3 user researchers helping them build storyboards and personas to understand different digital identity usage.

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## FOUNDER

Campus Guide: My College Buddy

7/2016 - 11/2017

India

- Built BookMyShow for College Events which transformed people by giving access to knowledge and experience outside of the classroom.
- Worked with universities and colleges nationwide to enhance student engagement.
- Offered a platform to students to showcase their talent and connect brands and local business to the youth of India.

## GRADUATE ENGINEER TRAINEE

Idea Cellular Ltd.

6/2015 - 7/2016

Chennai, India

- Worked in the Radio Frequency Planning Department for planning and optimization of the frequency for better coverage and quality.
- Helped roll-out of the Idea 3G mobile services in Chennai region.

## PROJECTS

**UNPACKING DARK PATTERNS. UNDERSTANDING DARK PATTERNS AND THEIR PATTERNS AND THEIR IMPLICATIONS FOR CONSUMER PROTECTION IN THE DIGITAL ECONOMY**, *Rajiv Gandhi National University of Law (RGNUL) Student Research Review Journal, 2021*

- Examined the increasing use of dark patterns in digital interfaces and the concerns they raise for consumer protection. Dark patterns are user interfaces that confuse, coerce, or manipulate users into making a decision that does not reflect their underlying preferences.

**MODERATOR: NEWS CONSUMPTION PLATFORM TO REDUCE CONFIRMATION BIAS**, *National Conference on "Culture, Design & Cognition" (CDC) 2017, organized by National Institute of Design (NID), Indira Gandhi National Centre for the Arts - Regional Centre Bangalore (IGNCA RCB) and National Institute of Mental Health and Neurosciences (NIMHANS), 2017*

- Examined how fake news is propagated, consumed, and what are its effects in the context of Indian youth; Came up with design interventions that catered to the growing need of circumventing fake news. We found that most fake news is political. We observed that opposing political leanings tend to create separate echo chambers where people trust sources of news that confirm to their own ideological underpinnings and tend to not check or trust opposing point of views.

## ACHIEVEMENT

**SIGCHI DEVELOPMENT GRANT**, *HCI and Design in South Asia, ACM SIGCHI, 2020*

**GARY MARSDEN STUDENT DEVELOPMENT**, *Human Factors on Computing Systems, ACM SIGCHI, 2019, 2021*

**STUDENT TRAVEL GRANT**, *INTERACT, 2017*

## LEADERSHIP ACTIVITIES

**CHAPTER DIRECTOR**, *Startup Grind, 2017 - present*

**CORE MEMBER**, *HCI4SouthAsia, 2020 - present*

**CHAPTER CHAIR**, *Srishti SIGCHI Chapter, Srishti Institute of Art, Design and Technology, 2018 - 2019*

**CHAIR & VOLUNTEER**, *HCI Professionals Association of India, 2018 - present*

## TECHNICAL PROFICIENCIES

### TOOLS

Figma, Adobe XD, Illustrator, Sketch, MongoDB, Excel, Visio, Minitab

### SKILLS

Participatory Design, Service and System design, User validation, Rapid Prototyping, Ethnography

### LANGUAGES

HTML, R, Python, LATEX