

DR. PUSHKAR PANDEY

UX Research & Design Ops Lead

ABOUT ME

UX Research & Design Ops Lead with 6+ years of experience driving organization-wide experience standards, research frameworks, and design quality across large-scale digital ecosystems at Jio Platforms.

WORK EXPERIENCE

2023 - Present **Jio Platforms Limited**
UX Research & Design Ops Lead

- Led UX audits across 10+ Jio products, driving consistency in usability, interaction patterns, and design system adoption.
- Defined and operationalised the One Jio Experience framework, translating vision into 15 actionable experience standards.
- Conducted research at scale (usability testing, journey audits, CX evaluations) to inform product and design decisions.
- Partnered with Product, Design, Engineering, and Leadership to embed research insights into roadmaps and releases.

2021 - 2022 **Defence Research and Development Organisation (DRDO)**
PROJECT ASSOCIATE

- Conducted UX research and interface design for mission-critical defense software, focusing on usability, clarity, and operator efficiency.
- Designed and evaluated UI screens based on user workflows and task analysis.
- Contributed to object detection and image processing solutions using MATLAB and Python.
- Supported development of a palm-sized drone for object identification through research, testing, and prototyping.

2019 - 2023 **Indian Institute of Technology Kanpur**
UX RESEARCHER

- Led doctoral research on handheld augmented reality (AR) games, focusing on user experience patterns and interaction design.
- Conducted empirical UX studies using usability testing, UX questionnaires, and qualitative research methods.
- Derived and validated design patterns through user research and prototyping.
- Published findings in international journals, contributing to academic and applied UX knowledge.

PROJECTS

Jun - Ongoing 2025 **Jio Finance Services**
UX Research Lead

- Led end-to-end user flow testing across key financial journeys.
- Conducted CX, UI, and usability audits to identify experience gaps.
- Defined experience principles guiding design and product decisions.
- Enabled research-led improvements aligned with user needs and business goals.

Dec - Ongoing 2024 **Jio.com (Website Redesign)**
UX Research Lead

- Led usability testing and benchmarking for the Jio.com redesign.
- Evaluated discoverability and navigation for core products and services.
- Compared legacy and redesigned experiences to validate improvements.
- Informed design decisions to create a more intuitive and coherent journey.

Feb - Ongoing 2024 **JioTranslate App**
UX Research & Audit Lead

- Led research from beta testing through multiple product launches.
- Conducted evaluative research and UI audits to refine interactions.
- Ensured alignment with Jio Experience Principles across the product.
- Supported iterative improvements through actionable research insights.

Feb - Ongoing 2024 **JioTV App**
UX Research & Experience Lead

- Led research during development and post-launch phases.
- Conducted usability testing and UI audits to improve navigation and content discovery.
- Evaluated interaction patterns to enhance engagement and ease of use.
- Ensured consistent application of experience and design standards.

Jan - Ongoing 2024 **One Jio Experience Framework**
Design Ops & Experience Strategy Lead

- Defined an organization-wide experience framework spanning digital and physical touchpoints.
- Created 15 actionable experience standards to guide product, design, and CX teams.
- Enabled adoption through documentation, reviews, and cross-team collaboration.
- Established a shared language for experience quality and decision-making.

Aug - Ongoing 2023 **Jio Design System Development**
Design Ops & UX Strategy Lead

- Led research to inform the development of the Jio Design System by documenting patterns, components, and guidelines across multiple products.
- Conducted comparative audits and pattern analysis to identify reusable UI/interaction components and ensure consistency.
- Partnered with product and design teams to align design tokens, components, and UX conventions.
- Enabled faster onboarding of new products and reduced design inconsistencies by providing a shared toolkit and guidelines for teams across the organization.

Aug - Ongoing 2023 **System of Interaction (Org-wide UX/UI Audits)**
Design Ops Lead

- Led organization-wide UX and UI audits across multiple Jio products.
- Evaluated design system compliance, interaction patterns, and usability standards.
- Created structured audit frameworks, checklists, and reporting formats.
- Enabled teams to improve experience consistency and design quality at scale.

2020 - 2023 **Design Patterns for AR Games**
UX Researcher / UI Designer

- Conducted empirical research on handheld AR game experiences.
- Derived 10 UX design patterns through usability studies and user testing.
- Applied validated frameworks and UX evaluation methods.
- Prototyped and validated patterns through a functional AR game concept.

CONTACT

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- [linkedin.com/in/pushkarpandey1007](https://www.linkedin.com/in/pushkarpandey1007)

EDUCATION

- 2019 - 23** **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

SOFTWARE SKILLS

Design & Prototyping
Figma, FigJam, Design Systems, UI Audits, Interaction Design, Wireframing

Analytics & Measurement
Google Analytics, UX Metrics, Funnel Analysis, Experience KPIs

Collaboration & Documentation
Notion, Miro, Stakeholder Workshops, Design Reviews, Research Playbooks

Technical Exposure
Python (basic), MATLAB, AR/VR Prototyping