



# Pankhuri Sanjay Jain

Service and UX Designer I  
Design Researcher

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**Portfolio:** [www.pankhurijain.com](http://www.pankhurijain.com)

**Ph.D. thesis:**

<https://doi.org/10.17869/enu.2021.2799235>

**LinkedIn:**

<https://www.linkedin.com/in/pankhuri-jain-b69a9116/>

**Blogs:**

[Medium](#)

[Netlife](#)

Pankhuri has extensive work experience as a service and interaction designer, from Norway, Scotland, India and South Africa. It has given her a unique understanding of the interplay between culture, design and the establishment of services across countries and cultures.

In addition to working as a designer for the past 10 years, she has recently completed a doctorate at Edinburgh Napier University, where she has researched the design of play-based learning environments for children. As a designer, she has a lot of experience with various service design methodologies and is happy to map customer journeys, facilitate workshops, and conduct user tests.

Pankhuri considers herself a nerd, who loves to discuss new products and trends in design and technology, and focuses on inclusion, empathy, collaboration, accessibility and usability in her work.

## **Work Experience**

**Service Designer**  
Netlife Design,  
Oslo  
(2019 – Present)

In Netlife, she works with both public and private sector organisations such as the Norwegian Red Cross (Røde Kors), DIBK, Nofima, Bærum Kommune, Schibsted, NITO, IMDI, Vollebekk Fabrikker and Helly Hansen. As a user-focused designer, she specialises in the design and development of accessible and intuitive solutions. During her time at Netlife, she has taught various methods of user-testing as well as accessibility (Universell utforming). She has engaged in user-testing, design sprints and extensive user research. In addition, she has recently designed a framework and course for inclusive design, which focuses on including users in the design process as co-creators and designing for user groups with multiple and unique abilities.

**Associate Lecturer**  
Edinburgh Napier  
University,  
Edinburgh (2018)

She tutored the undergraduate module on Design Research methods, which was designed for third-year students at Edinburgh Napier University.

**Master's Thesis  
Advisor**  
Edinburgh Napier  
University,  
Edinburgh (2018)

She supervised master's dissertations of design students, ranging from backgrounds in Product, Lighting, Interiors and Motion Graphics.

**Senior Design  
Researcher**  
Human Factors  
International,  
Mumbai /  
Johannesburg (2015)

She worked as a senior Design Researcher with HFI and was sent to South Africa with a cross-disciplinary team of professionals to conduct ethnographic and user-focused research amongst Small Medium Enterprise owners. During this job, she was also certified on the job as a Usability Analyst.

**Graphic Designer**  
**Atlas Copco,**  
Pune (India)  
(2013)

She worked as a Graphic Designer with the Brand Studio at Atlas Copco in Pune, and designed materials such as Brochures, E-Magazines, E-books, digital marketing collaterals and advertisement campaigns for Atlas Copco offices globally.

**Associate Designer**  
Elephant Design  
Pune (India)  
(2011 - 2012)

She worked as a Brand and Packaging Designer, conceptualising colour & form explorations and developed new packaging derivatives based on project briefs. She was also in-charge of timely execution of activities during design development, project management, responsible for the pre-production stage of projects such as creating prototypes, developing print pre-requisites, etc.

**Brand Developer**  
Broadvision,  
Bangalore (India)  
(2011)

She was responsible for all the design & project management activities for some segments of the Mahindra group as well as other brands like The Art of Living Health & Education Trust and Mahindra Group Management Cadre.

**Design Intern**  
Elephant Design  
Pune (India)  
(2010)

She worked on a system's design concept & campaign for elderly people, as a part of her final undergraduate industry project.

## Education

<b>PhD. in Design and Creative Research (2015 - 2020)</b>  Edinburgh Napier University, Scotland	<b>Masters in Interaction Design (2013 - 2014)</b>  Edinburgh Napier University, Scotland	<b>Graduate Diploma in Graphic Design (2006 - 2011)</b>  MIT's Institute of Design, India
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## Skills

### **Design and Research**

User-testing (moderated & un-moderated)  
Design sprints and Service Design workshops  
Design of Information Architecture and workflows  
Conceptualisation  
Play-tests and play workshops  
Accessibility (Universell Utforming) checks  
Customer journey mapping  
Design ethnography, Participatory design,  
Co-design workshops, Cultural probes

### **Software and Technical skills**

Adobe Photoshop, Illustrator and InDesign  
Figma and Sketch  
Slack  
Mural and Miro (online collaborative tools for digital sprints)  
Task Analytics and Google Analytics  
Tree jack (to test Information Architecture)  
WCAG and UU tools (Siteimprove, WAVE accessibility checker, and other accessibility plugins)

## Languages

English:  
Native proficiency

Hindi:  
Native proficiency

Urdu  
(Can understand and respond to spoken Urdu, but cannot write or read the script)

Norwegian:  
Beginner level (currently undergoing Norwegian language courses in Oslo)

## Talks

[Fagprat: inclusive Design \(English\)](#)

[Inclusive design webinar \(English\)](#)

## Blogs

[Lag løsninger for alle \(Norwegian\)](#)

[Medium \(English\)](#)