



## **Dr. Pankhuri Sanjay Jain**

Senior UX Designer & researcher

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[LinkedIn profile](#)

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Pankhuri has extensively worked as a service and interaction designer in Norway, Scotland, India and South Africa. Inclusion, accessibility, usability, and empathy are the cornerstones values of design and research that Pankhuri strives to incorporate in her life and work.

She has experience both in the private and the public sectors. Some of the brands she has worked previously with are DNB, Sporveien, Røde Kors, SJT, Helly Hansen, IMDI, DIBK and Bærum Kommune. She has worked in all stages of a design projects, where her contributions have ranged from initial user research to designing and testing concepts and working with developers in agile rigs to test and launch projects. She is a self-starter and has been responsible for leading projects, right from managing and scoping the project timeline, identifying and collaborating with key stakeholders, planning and conducting quantitative and qualitative research, and designing solutions.

She is well versed with UX design methodologies (theoretical and practical) such as user research, usability testing, in-depth interviews, designing and facilitating workshops/sprints, data analysis, customer journey mapping, designing mock-ups and testing prototypes, accessibility testing, and stakeholder management.

### **Building core competencies in accessibility and inclusive design:**

For the past couple of years, Pankhuri has been systematically working on developing her skills and work experience in accessibility and inclusive design. While being employed at Netlife Design and Designit, she has focused on some of the following initiatives:

1. Spearheading conversations around accessibility and inclusive design, both internally at the studio, and externally with clients.
2. Disseminating knowledge on the topic through lectures, blogs, presentations, discussion forums etc, both internally at the studio, and externally with clients.
3. Conduct basic accessibility checks for multiple digital devices and on prototypes using WCAG plugins and other accessibility check tools.

4. Planning inclusive recruitments, collaborations, interviews, and usability testing in projects with organisations focusing on visual, cognitive, and motor disabilities.
5. Making a case for accessibility and inclusive design while writing sales offers.

In addition, she is preparing for to be certified in web accessibility and inclusive design. She recently completed a course from Princeton on CPACC (Certified Professional in Accessibility Core Competencies) from IAAP (International association of accessibility professionals) and will be applying for the certificate examination during the end of 2023.

### **PhD experience:**

In addition to her design practice, she obtained a PhD. in Design and Creative Research in 2020 from Edinburgh Napier University. Her design-practice based PhD focused on 20<sup>th</sup> and 21<sup>st</sup> century play-based learning environments for children.

During her Ph.D., she was individually responsible for scoping and planning her research, from getting certified to work with vulnerable groups (PVG), to ethical approvals, interviews, managing stakeholders, and organising site visits to conduct cross-cultural design ethnography across certified Montessori Schools in Scotland and India.

She also facilitated participative workshops for school-going children in Edinburgh by employing a practice-based method of Research through Design. For these workshops, she designed play materials which were inspired from engineering and automata contraptions, to help children engage in design thinking skills such as prototyping, hacking and exploring basic mechanisms.

You can read more about her research by clicking on the following link: [Thesis link](#)

## Languages

English: Native proficiency

Hindi: Native proficiency

Norwegian: B2 working proficiency (currently undergoing Norwegian training to further improve)

## Education

2015 - 2020	PhD. in design and creative research	Edinburgh Napier University, Edinburgh (Scotland)
2013 - 2014	Masters in Interaction Design	Edinburgh Napier University, Edinburgh (Scotland)
2006 - 2011	Graduate Diploma in Graphic Design	MIT's Institute of Design, Pune (India)

## Lectures/ Blogs/ Publications

2023	<a href="#">Inclusive by Design</a>	Breakfast seminar in collaboration with Diversify and Designit Oslo.
August 2020	<a href="#">Fagpart: Inclusive Design</a>	A part of the "subject day" series hosted by Netlife Design in Oslo.
September 2020	<a href="#">Webinar on Inclusive Design</a>	Webinar hosted by Netlife Design
February 2021	<a href="#">Lag løsninger for alle</a>	Blog (Norwegian)
August 2019	<a href="#">My dates with bureaucracy</a>	Blog (English)

## Work experience:

2022 – current	<a href="#">Senior UX Designer</a>	Designit, Oslo
2019 – 2021	<a href="#">Service Designer</a>	Netlife Design, Oslo
2018	<a href="#">Master's Thesis Advisor and Associate Lecturer</a>	Edinburgh Napier University, Edinburgh
2015	<a href="#">Senior Design Researcher</a>	Human Factors International, Mumbai/Johannesburg
2013	Graphic Designer	Atlas Copco, Pune
2011 –2012	Associate Designer	Elephant Design, Pune
2010	Design Intern	Elephant Design, Pune

### **Senior UX Designer: Designit Oslo (January 2022 - current)**

She is currently working with Designit Oslo as a Senior UX designer and researcher. Here, she has primarily worked with the banking sector and energy sector, while engaging in desk research, quantitative and qualitative analysis, focused engagement with accessibility and inclusive design, facilitation design workshops, planning user recruitment, undertaking interviews, conducting usability testing (in both English and sometimes Norwegian), creating journey maps, sketching and prototyping, and working with diverse stakeholders. She recently (Aug 2023) completed a course on Accessibility Core Competencies from IAAP (International association of accessibility professionals) and will be applying for the official accreditation in August-September 2023.

### **Service Designer: Netlife Design, Oslo (February 2019 – December 2021)**

At Netlife Design, she worked with both public and private sector organizations such as the Norwegian Red Cross (Røde Kors), DIBK, Nofima, Bærum Kommune, Schibsted, NITO, IMDI, Vollebekk Fabrikker and Helly Hansen. During her time at Netlife, she taught various methods of user-testing, inclusive design and accessibility (Universell utforming). She engaged in user testing, design sprints and extensive user research. She also designed a framework and course for inclusive design, that focused on including users in the design process as co-creators and designing for user groups with special needs.

### **Master's Thesis Advisor & Associate Lecturer: Edinburgh Napier University, Edinburgh (2018)**

She supervised master's dissertations of design students, ranging from backgrounds in Product, Lighting, Interiors and Motion Graphics. She also tutored the undergraduate module on Design Research methods, which was designed for third year students at Edinburgh Napier University.

### **Senior Design Researcher: Human Factors International, India/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. At HFI, she also got certified as a Usability Analyst.