

EDUCATION

Ph.D. Student in Information

Sep. 2018 - Present

Faculty of Information, University of Toronto

- My research focuses on the ways digital policy shapes the information behaviour of the micro-entrepreneurs by auditing everyday needs, and challenges of the users in the adoption of cashless transactions, such as e-banking and e-commerce practices, in the rural communities. The key fields of my focus are: Policy, ICT4D and India, and HCI/Information behaviour, financial inclusion.
- Supervisor: Dr. Brett Caraway

Masters' in Digital Media

Oct. 2015

Ryerson University

- Relevant courses: Foundations of Digital Media; Digital Media Environments; Interaction Design; Digital Media Entrepreneurship; Interpersonal Communication; Digital Publishing; Modernist Literary Circles: Cultural approach
- Supervisor: Dr. Jason Boyd

Bachelors of Arts Honours, New Media Studies

June 2014

Department of Art, Media and Culture, University of Toronto

Major: New Media Studies; Minor: Media Studies and Studio Art

- Relevant courses: History of Media & Technology; Advertising & Consumer Culture; Design in Visual Culture; Digital Media & Cyberspace; Theory & Practice: New Media & Art in Globalizing World

New Media Design Certification with Honours

Oct. 2013

Centennial College

- Relevant courses: Interface Design, Navigation and Interaction; Application Software for Interactive Media, The Language of Design

TEACHING EXPERIENCE

Co-Instructor – Senior Seminar in Arts and Media: Fall 2021, Fall 2020

Department of Arts, Culture and Media, University of Toronto Scarborough

- The course explores opportunities to deliver social justice, activism within cultural Production of digital media
- Responsible for developing a course module and assignment on 'Design Thinking' process, user interface and user experience. Also, on leading two lecture to familiarise the students with these concepts and leading a workshop with students along with marking student course work on developing a design concept.

Professor – Experience Design II: Winter 2020

School of Media Studies & Information Technology, Humber College

- This course focuses on applying interaction design, UI principles to design systems in various interfaces
- Responsible for creating lecture content, leading a 3-hour weekly lecture along with facilitating in-class studio activities. Also, accountable for evaluating students' assignments

Professor – Experience Design I: Fall 2019

School of Media Studies & Information Technology, Humber College

- The course explores a users' perceptions while using particular interfaces and providing relevant solutions to the user problems
- Responsible for creating lecture content, leading a 3-hour weekly lecture along with facilitating in-class studio activities along with evaluating and grading students' assignments

Professor – Emerging Multimedia Practice I: Fall 2019

School of Media Studies & Information Technology, Humber College

- This course exposes students to industry best practices and design thinking tools used to a create interactive project introducing students to the workflow involved to take a project from concept to hand off to a developer
- Responsible for creating lecture content, leading a 3-hour weekly lecture along with facilitating in-class studio activities
- Responsible for evaluating and grading students' practical group assignments

TEACHING ASSISTANTSHIP EXPERIENCE

Masters' of Information, Faculty of Information, University of Toronto, Fall 2018 to present
[Graduate courses]

User Interface Design: Winter 2019, Winter 2020, Winter 2021, Winter 2022

- This course is broadly concerned with the design of user interfaces for machines, software especially navigation controls and information displays, also functional controls
- Occasionally, prepared lecture content, delivered lectures, and lead UI design workshops
- Responsible for evaluating and grading approx. 75 graduate students' practical coursework

Information Architecture: Fall 2018, Fall 2019, Fall 2021

- The course conveys how online content is structured to support effective information use such as design principles, development methods, and professional practice.
- Responsible for evaluating and grading approx. 50 graduate students' industry ready coursework

Representing UX: Winter 2021

- The course focuses on iterative modeling of complex relationships among four primary elements: people, organizational goals, content, and interaction.
- Responsible for evaluating and grading master's students' practical coursework

User Centered Information Systems Development: Fall 2020

- This course focuses on a user-centered perspective on the development of computerized information systems such as user participation, alternative development methodologies, end-user computing, and prototyping techniques.

- My role is to evaluate and grade students' coursework on various user testing methods

Usability Assessment: Concepts, Methods & Tools: Summer 2020

- This course focuses on usability assessment methods, and procedures for various user interfaces such as smartwatch, elevator controls and more
- My role is to evaluate and grade students' coursework on various user testing methods

Information Systems, Services & Design: Summer 2019

- This course teaches fundamental perspectives necessary for sound technical judgment about the place of information and communication technologies in contemporary society.
- Responsible for evaluating and grading students' theoretical and practical coursework

University of Toronto Scarborough, Fall 2018 to present [Undergraduate courses]

Selfies and the Selfie Culture: Winter 2022

Department of Arts, Culture and Media

- The course examines the many meanings of selfies to trace their importance in contemporary media and digital cultures
- Responsible for evaluating media studies concepts; grading students' theoretical concepts

Media, Identities & Politics: Summer 2020

Department of Arts, Culture and Media

- The course explores the centrality of mass media in the formation of multiple identities and various cultural and political contestations
- Responsible for evaluating media studies concepts; grading students' theoretical concepts

Human-Computer Interaction: Fall 2019

Department of Computer Science and Mathematics

- The course provides an introduction to the field of HCI with emphasis on guidelines, principles, methodologies, and tools and techniques for analyzing, designing and evaluating user interfaces
- Creatively prepare tutorial lecture content and lead the weekly tutorial
- Accountable for evaluating and grading students' practical coursework

Visual Culture and Communication: Fall 2019

Department of Arts, Culture and Media

- The course allows students to learn the tools of visual analysis while considering the institutional, economic, political, social, and market factors that comprises of visual culture
- Responsible for evaluating and grading research papers with theoretical media studies concept

Media and Globalization: Winter 2019

Department of Arts, Culture and Media

- This course examines the role of technology in facilitating the social, economic, and political processes of globalization with emerging media technologies and global political economy

- Responsible for evaluating and grading students' theoretical coursework, supervised student examinations

Introduction to Media Studies: Fall 2018, Fall 2019

Department of Arts, Culture and Media

- The course introduces students to key terms and concepts in media studies and provides an overview of theoretical and critical understandings of media.
- Responsible for evaluating media studies concepts; grading students' theoretical concepts

Institute of Communication, Culture, Information, and Technology, University of Toronto Mississauga, Summer 2019 to present [Undergraduate courses]

Mind, Media and Representation: Fall 2021

- This course considers the multiple and often conflicting ways representations in media are produced and consumed.
- Responsible for leading tutorials and evaluating and grading theoretical coursework

Trends in Digital Innovation: Summer 2021

- This course provides students with a survey of critical theories appropriate to the study of technological innovation.
- Responsible for evaluating media studies concepts; grading students' theoretical concepts

User Experience Design – UXD & Board Games: Summer 2020

- This course delves into learning tools and techniques for the design thinking process
- My role was to evaluate and grade students' individual design thinking skills and in teams

Inside Emerging Technologies: Winter 2020

- This course teaches the functional, technical underpinnings of selected emerging technologies and critically analyse how these technologies are impacting business functions
- Lead practical tutorial sessions, evaluate and grade students' conceptual coursework

Media and Rhetoric: Summer 2019, Summer 2020

- This course critically examines the written, and visual rhetoric as it pertains to communications for a range of digital and interactive media discourses.
- Creatively prepare tutorial lecture content & delivered it twice a week for fast-track course
- Responsible for evaluating and grading students' theoretical and conceptual coursework

RESEARCH EXPERIENCE

Publication(s):

- Bhatia-Kalluri, A. (2020). A Village Goes Mobile: Telephony, Mediation, and Social Change in Rural India. *Canadian Journal of Communication*, 45(1).
doi:<https://doi.org/10.22230/cjc.2020v45n1a3711>

Conference(s):

- Bhatia-Kalluri, A. (2022, June). *Aadhaar Biometric System Adding Value To Digital Payments For Financial Inclusion In India*. Paper to be presented at 2022 ICA Virtual Post-conference on

Media Sociology “An Unequal Digital World? Critical Perspectives on Media Sociology as Transdisciplinary Global Network.”

- Bhatia-Kalluri, A. (2022, May). *Aadhaar Biometric System Adding Value To Digital Payments For Financial Inclusion In India*. Paper to be presented at 2022 annual Canadian Communication Conference (CCA) organized online.
- Bhatia-Kalluri, A. (2021, July). *E-commerce for Rural Micro-Entrepreneurs: Mapping Restrictions, Ecologies of Use and Trends for Development*. Paper presented at International Association for Media and Communication Research Conference (IAMCR) 2021 at the Rural Communication Working Group (RUC) held from June 1 to June 4 organized in Nairobi, Kenya.
- Bhatia-Kalluri, A. (2021, June). *History of Information Communications in India: Mapping developmental trajectory of telegraph, telephones, and mobile phones (1851- Present.)* Paper presented at 2021 annual Canadian Communication Conference (CCA) organized in partnership with Congress and the University of Alberta, Edmonton, Alberta, Canada.
- Bhatia-Kalluri, A. (2021, March). *Role of COVID-19 Pandemic in Facilitating Digital Payment Ecosystem*. Paper presented at Transitioning, 16th Annual Communication Graduate Caucus (CGC) Conference held on March 22-23, 2021 hosted by Carleton University, Ottawa, Ontario, Canada.
- Bhatia-Kalluri, A. (2020, May). *Role of Aadhaar Biometric System Within the Digital Payment Transformation in India*. Paper presented at the What is Information? (2020) Cyberconference hosted by the University of Oregon, Oregon, U.S.A.
- Bhatia, A. (2019, June). *Intersectionality: Investigating Intersectionality as a Framework for ICTs Research*. Paper presented at the annual Canadian Communication Conference, Vancouver, British Columbia, Canada.

Thesis:

- Bhatia, A. (2015), *The Impact of the Digital Order on Sensemaking and Being*. A Major Research Paper for the completion of Master in Digital Media, Ryerson University, Toronto, Ontario, Canada.
Supervisor: Dr. Jason Boyd

HONOURS & AWARDS

Ranjit Kumar Graduate Fellowship Recipient

October 2021

University-Wide Award, University of Toronto, Canada

- Merit-based scholarship for leading research related to the development of government, civil society, and/or the private sector in Asia

Ontario Graduate Scholarship (OGS) Recipient

Sep 2021 – Aug 2022

Ministry of Colleges and Universities, Government of Ontario, Canada

- Merit-based scholarship granted for doctoral studies

Silicon Valley College Success Scholarship

Sept. 2009 – Apr. 2011

College Access Foundation of California, Silicon Valley, CA

- Academic award for academic excellence granted for excellence in academics

Artistic Discovery Contest Winner June 2009
Congressional Art Competition, Washington DC

- Painting 'Overlooked Identity' was chosen to represent 16th California district, Santa Clara County. Displayed in Art Gallery of US Capitol Hill

Cosmos Intel Research Award Recipient July 2008
University of California, Santa Cruz, CA

- Won a research award for proposing and presenting research in technology and human-computer interaction

PROFESSIONAL EXPERIENCE

Freelance Lead Senior UX Designer June 2017 – Present
Multiplika, Miami, FL

- Leading usability research by engaging with project teams to determine testing needs and methodologies, create scripts, moderate tests, analyze results, and compile reports
- Leveraging qualitative and quantitative data to analyze user behavior and map customer journeys to understand user decision-making process
- Designing responsive user interfaces that work for desktop, and mobile devices based on findings from research to alleviate pain points and increase e-commerce
- Strategizing and designing information architecture for clients including cruise ranges, vacation agents, opticians, insurance providers and others based on the company goals and user needs

UX Content Strategist & Independent Consultant Oct. 2016 – May 2017
Academy of Hair Passion, Mississauga, ON

- Gathered information on clients' business process, critical success factors, and competitive standing to plan productive strategies for re-organizing website information architecture
- Advised design solutions and recommendations to client by validating ideas with user interviews, contextual inquiries and brand research that lead to more site visits and student enrollments

Digital Production Artist Mar. 2016 – Sep. 2016
TD Bank, Toronto, ON

- Produced graphic art for web and mobile banners to launch and promote credit card projects for marketing department resulting in more clicks for per campaign
- Collaborated with internal clients to translate marketing project visions into visually pleasing designs relevant for e-commerce campaigns

User Experience Specialist July 2015 – Feb. 2016

Analytical Engine Interactive Inc., Toronto, ON

- Designed user personas, storyboards, flowcharts, highly intuitive UI layout and wireframes that addressed the business needs for the client
- Evaluated customer experience through field research, user's end-to-end journey mapping and usability testing to plan an improved information architecture for clients' web applications
- Collaborated with graphic designers, engineers and project managers in an agile environment to exceed UXD efficiency by providing client a wholesome website upgrade

Usability Tester Intern

May 2015 – June 2015

Plastic Mobile Inc., Toronto, ON

- Organized user testing, created scripts, surveys about experience of users, tested prototypes, led field research and conducted user interviews about site performance
- Evaluated user needs and constraints, tested the ease of users to reach goals on mobile applications that led to revelations about site shortcomings and documented conclusions

UX Strategy & Communications Assistant

Sept. 2013 – Aug. 2014

University of Toronto Scarborough, Toronto, ON

- Enhanced information architecture and user-friendliness of the official website by improving navigation to keep students informed with latest updates from department
- Handled front-end programming for web design projects utilizing HTML, CSS, JavaScript and WordPress knowledge that made possible in-house agile real-times updates for website
- Created promotional materials, print publications, and maintained social media channels to increase outreach for the events that led to higher attendance

Digital Media & Interaction Design Intern

May 2013 – Aug. 2013

Toronto District School Board, Toronto, ON

- Designed interactive prototypes for educational learning modules to enhance curriculum with interactive animations that helped students with easier absorption of computer science concepts
- Applied motion graphics and visual design skills to produce Adobe InDesign interactive prototypes

LEADERSHIP EXPERIENCE & COMMUNITY INVOLVEMENT

Advisor, New Media Program Advisory Committee

Feb. 2014 – Present

University of Toronto Scarborough & Centennial College

- Review curriculum of joint New Media program at University of Toronto Scarborough and Centennial College to provide students with latest knowledge and skills to thrive in current digital media industry landscape

Creative Editor

Mar. 2015 – Aug. 2015

Ryerson Digital Media Review, Ryerson University

- Launched Ryerson Digital Media Review, a student-run online publication, with a team of 8 members resulting in an essential platform for all future Master's of Digital Media students at Ryerson University
- Evaluated creative and fine art article proposals, and assisted 3 authors with developments of ideas
- Copy edited final drafts of articles, contributing to the recognition and prominence of authors and publication

Organizer, Master of Digital Media Industry Night

Apr. 2015

Ryerson University, Toronto, ON

- Organized an exclusive networking event along with cohorts for industry professionals to learn about skills and expertise of Master of Digital Media candidates and collaborate
- Led a communication team of 7 members responsible for gathering and investigating a guest list of renowned industry professionals; corresponded, prepared and sent invitations as well as event reminders

Volunteer Note-taker

Sept. 2009 – Apr. 2012

AccessAbility Services, University of Toronto

- Attended classes daily each semester and took notes for students with disabilities to make class content and lectures accessible

Leadership Development Certification Recipient

Sept. 2009 – Apr. 2010

Partners in Leadership Program, University of Toronto

- Developed competencies in leadership skills through training sessions and lectures on team building, self-critique, and enhancing persuasion skills

TECHNICAL SKILLS

- Operating Systems: Linux, macOS, Windows
- Visual Graphics: Adobe Photoshop, Adobe Illustrator, Adobe InDesign
- UX Design: Axure, Sketch, Balsamiq, OmniGraffle, Keynote
- Web Design: HTML5, CSS3, JavaScript
- Multimedia: Final Cut Pro, Adobe Premiere Pro, Adobe After Effects, Adobe Audition

FOREIGN LANGUAGE PROFICIENCY

- Native: Hindi, Punjabi
- Intermediate: Spanish
- Advanced: Sanskrit