

Prateek Jain

Foisie Business School • Worcester Polytechnic Institute
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EDUCATION

Ph.D., Information Technology, specialized in Innovation with UX, expected completion May 2021
M.S., Information Technology, GPA 4.0/4.0, May 2017
Worcester Polytechnic Institute, Foisie Business School

B.E., Electronics & Communication, CGPA 7.07/10, June 2014
Sanghvi Institute of Management & Science, India

HONORS AND AWARDS

Teaching Assistantship (2017 – Present), Worcester Polytechnic Institute
Beta Gamma Sigma (2017 – Present), Business Honor Society

RESEARCH INTERESTS

Augmented Reality, Internet of Things (IoT), Accessibility, Eye Tracking

PUBLISHED RESEARCH

Jain, P., Hall-Phillips, A., & Djasmasbi, S. (2018, July). “Effect of Social Media Product Reviews on Buying Decision When Presented in Augmented Reality”. In *International Conference on HCI in Business, Government, and Organizations* (pp. 313-326). Springer, Cham

WORKING PAPERS

Jain, P. & Djasmasbi, S. “Transforming User Experience of Nutrition Facts Label with Augmented Reality – An Exploratory Study”. Under review at HCI International Conference 2019

Jain, P. & Djasmasbi, S. “Augmented Reality and Smartphone – Past, Current and Future”. Working Paper

POSTER SESSIONS

“Augmented Reality and Decision Making”, UX Innovation Symposium, WPI, Worcester, MA, April 19, 2018

“Impact of Social Media on Buying Behavior Using Augmented Reality”, Graduate Research & Innovation Exchange (GRIE), WPI, Worcester, MA, April 24, 2018

PRESENTATION

“Augmented Reality and Consumer Behavior”, Innovation Showcase, WPI Seaport, Boston, MA, January 31, 2018

WORKSHOPS

Co-organizer and Presenter, “Proto-Persona Development”, Oracle, Manchester, NH, June 18, 2018

Presenter, “Persona Development in Health & Wellness, Part - 1”, WPI, Worcester, MA, September 10, 2018

Presenter, “Persona Development in Health & Wellness, Part - 2”, WPI, Worcester, MA, October 29, 2018

SERVICE

President, Foisie Business School Social Society, WPI, April 2018 – Present

SERVICE (CONTINUED)

Newsletter Editor, Association for Information System SIGHCI, April 2018 – Present
Student Ambassador, Association for Information System SIGHCI, April 2018 – Present
Student Committee Member, UX Innovation Symposium, WPI, January 2017 – Present
Reviewer, Pre-ICIS Workshop on HCI Research in MIS, 2018
Student Volunteer, Human-Computer Interaction International Conference, July 2018
Student Volunteer, Americas Conference on Information Systems, August 2017
Student Representative, Graduate Student Senate, GSG, WPI, March 2016 – May 2017

RESEARCH EXPERIENCE

Research Assistant, User Experience & Decision Making Lab, WPI, August 2017 – Present

- Training UXDM Lab interns to setup and conduct eye-tracking UX studies
- Managing lab equipment and research scheduling
- Designing and conducting academic and industry UX research studies
- Analyzing data and generating reports for various UX projects in UXDM lab

Graduate Intern, User Experience & Decision Making Lab, WPI, August 2015 – May 2017

- Participated in data collection for various Eye Tracking research projects at UXDM Lab
- Developed mock-up websites and custom tools for user experience projects
- Trained MIS 583 students to use UserZoom remote testing software
- Maintained User Experience & Decision Making Laboratory, eye-tracking equipment, webserver and website

TEACHING EXPERIENCE

Teaching Assistant, Foisie Business School, WPI, August 2017 – Present

- Managing MIS 583 (UX Applications) and BUS 3010 (Innovation with IT) courses on canvas
- Training MIS 583 students to setup and conduct eye-tracking UX studies
- Grading assignments and helping students in learning IT and User Experience concepts

WORK EXPERIENCE

Web Designer & Developer, Mastermind E Solutions, Indore, India, February 2015 – May 2015

- Designed and developed websites using HTML, CSS, PHP, MySQL, JavaScript and Wordpress
- Maintained web server of the company, including websites of the company and clients
- Provided technical support to the clients

Freelance Web Designer, Indore, India, July 2014 – January 2015

- Designed websites using HTML, CSS and Wordpress for clients for both personal & business use
- Provided technical support to the clients