



FACULTY OF ARCHITECTURE AND PLANNING

DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY,
TAGORE MARG, LUCKNOW - 226007

TALK TITLE :

CONNECTING SPACES OR USERS?

PARADIGMS OF USER EXPERIENCE,
DESIGN & RESEARCH



PATRONS



**DR. VANDANA
SEHGAL**

Dean and Principal



**AR. RAJIV
KACKER**

Head of Department



AR. ATUL GUPTA

President,
GCA Alumni
Association

CO-ORDINATOR



**DR. ANJANEYA
SHARMA**

Assistant Professor &
Associate Dean

WITH

AR. SAURABH SRIVASTAVA

Saurabh Srivastava is a seasoned User-Centered Innovation Manager, Design Strategist and Mixed Method Researcher. He presently works as Staff Researcher & Research Manager in Google, where he leads the Research team for Google Commerce. He earlier led the research teams for Google Pay and Google Station projects.

Over the length of his professional career, Saurabh has played a key role in over 15 user-centered innovation technologies, authored 40+ peer-reviewed research publications and holds 15+ filed/granted Patents. Saurabh's research work spans across three continents APAC (India, Japan, The Philippines, Thailand), Americas (United States, Mexico) and Africa (Nigeria, Kenya). Prior to joining Google, Saurabh worked in two famed technology corporations (IBM Research & Xerox Research) as Research Scientist. Saurabh graduated from Government College of Architecture, Lucknow and holds a postgraduate degree in Interaction Design from IDC, Indian Institute of Technology, Bombay.

He has been acknowledged as a "Leader of Tomorrow" by St. Gallen Symposium, Switzerland, serving as an advisor and mentor for the youth talent pool. Furthermore, he has also been named as "Innovators under 35" by Massachusetts Institute of Technology (MIT) Tech Review for the year 2015

04th

OCTOBER '22

AT

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