

EDUCATION

Doctor of Philosophy, Ph.D. in Information 2025

Faculty of Information, University of Toronto, Toronto, Canada

- Title: Rise of the Digital Financial Ecosystem in India: The Political Economy of Platforms, Gaps and Trends for Development
- Research examined digital platforms and marginalized micro-entrepreneurs in India, combining HCI, platform studies, and policy analysis to assess digital inclusion and equity.
- Supervisor: Dr. Brett Caraway; Committee: Dr. David Nieborg and Dr. Ishtiaque Ahmed
- Collaborative Specialization in South Asian Studies, Munk School of Global Affairs & Public Policy, University of Toronto

Social Innovation Certificate 2023

Innis College, University of Toronto | Recognized on Co-Curricular

- Completed training in applying social innovation and UN SDG frameworks to digital and community-based projects.

Advanced University Teaching Preparation Certificate 2022

Centre for Teaching Support & Innovation, University of Toronto, Toronto, Canada

- Comprehensive certification in inclusive pedagogy, curriculum design, and evidence-based assessment.

Design Thinking Experience Program 2022

Innovation Hub, University of Toronto | Recognized on Co-Curricular

- 10-week applied design thinking program: conducted user research, prototyped solutions, and presented design-based recommendations.

Master of Digital Media 2015

Toronto Metropolitan University, Toronto, Canada

- Major Research Paper: The Impact of the Digital Order on Sensemaking and Being. Supervised by Dr. Jason Boyd

Bachelor of Arts Honours, New Media Studies 2014

Department of Art, Media, and Culture, University of Toronto, Scarborough, Canada

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

New Media Design Certification with Honours 2013

Centennial College, Toronto, Canada

TEACHING EXPERIENCE

Assistant Professor, Teaching Stream (Definite term, two-years), University of Waterloo

School of Critical and Creative Humanities

Designing Digital Media

- Winter 2026, 2027, Fall 2026 | In-Person, Online and Asynchronous | Class size: 25
- Course examines digital media practices & design for public-making, rhetoric, persuasion.

Digital Platforms 101: Media and Everyday Life

- Winter 2027 | In-person | Class size: 25
- Designing a course that examines digital platforms as media institutions, exploring how their business models and governance shape media, participation, and everyday social life.

User Experience Design

- Fall 2026 | In-person | Class size: 25
- Introduces UX theory and practice for interactive digital media, covering user-centred design, personas, interviews, contextual inquiry, prototyping, and iterative testing.

Summer Experience Program

- Summer 2027 | In-person | Class size: 150 (approximately)
- Designing and leading the WATspeed University of Waterloo-based component of an international postgraduate program, integrating classroom learning, creative industry exposure, and a culminating student showcase.

Sessional Lecturer, University of Toronto

Institute of Communication, Culture, Information & Technology, University of Toronto Mississauga

Human-Computer Interaction and Communication

- Fall 2026, Winter 2025, 2026, 2027 | In person | Class size: 55
- This course emphasizes theoretical, methodological, and empirical issues in the study of Human-Computer Interaction. It will examine intelligent interface designs, usability assessment, user modelling, and technology accessibility for the disabled.

Coding Cultures

- Winter 2025, 2026 | In person | Class size: 57
- Course examines contemporary technologies through technical, cultural, and historical lenses, focusing on coding labour, software materiality, and intellectual property.

Design Thinking II

- Winter 2025, 2026 | In person | Class size: 50
- An advanced project-based seminar on an interdisciplinary approach that integrates methodical creativity, aesthetics and overarching design principles.

Speculative Design III

- Fall 2025 | In person | Class size: 50
- Examined how emerging technologies reshape business models, focusing on technical foundations, critical analysis, and applied problem-solving.

UX Design: Prototyping and Evaluation

- Summer 2025, 2024 | In person | Class size: 15
- Studio course on user interaction and system evaluation, emphasizing HCI methods and user-centered design implementation.

Foundations of Management

- Summer 2025 | In person | Class size: 28
- Introduced management principles, highlighting effects of technological and economic shifts on decision-making, innovation, and strategy.

Developing & Managing Communication Campaigns

- Summer 2024 | In person | Class size: 35
- This course guides students in establishing objectives, tasks, milestones and managing teams for communication campaigns that involve marketing, politics, or advertising.

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

Senior Seminar in Arts and Media

- Summer 2024, 2026 | *Online Synchronous* | Class size: 20
- Summer 2023 | In person | Class size: 20
- This senior seminar examines the relationship between media and the arts, with a focus on how artists use digital platforms and other media forms to create new modes of expression.

Sessional Lecturer, McMaster University

Department of Communication Studies & Media Arts, Faculty of Humanities

Building Publics Using Social Media

- Fall 2025 | In-Person | Class size: 80
- Introduces students to the principles, practices, and tools of digital design as an audience-centred communication practice.

Instructor, Wilfried Laurier University

User Experience Design Program, Faculty of Liberal Arts

Graduate Courses

Research Methods I

- Fall 2025 | In-Person | Class size: 40
- Covers generative and formative stages of UX research, emphasizing user needs, ethical methods, and culturally respectful practices including Indigenous perspectives.

Service Design

- Winter 2026, Spring 2025 | In person | Class size: 15
- Teaches students to analyze organizational interaction ecosystems through service design systems and blueprinting, culminating in a project brief for a local service business.

Undergraduate Courses

Interaction Design II

- Winter 2026 | In person | Class size: TBA
- Course uses a project-based approach to deepen skills in user research, requirements gathering, prototyping, and testing through applied interaction design practices.

Service Design

- Winter 2026 | In person | Class size: TBA
- In this course, students plan organizational systems to support user experiences and create service blueprints linking back-end processes to front-end interactions.

UX Research Methods II

- Fall 2025 | In-Person | Class size: 56
- This course focuses on metrics for usability, utility, and satisfaction. Students learn to collect, analyze, and present summative data to support and justify design decisions.

Design Thinking II

- Winter 2026, 2025 | In person | Class size: 25
- This course, starting with stakeholder empathy as a key concept, guides students through a cycle of problem discovery, solution finding, evaluation, and complex problem-solving.

Design Thinking I

- Spring 2025 | Online Synchronous | Class size: 37
- Fall 2024 | Online Synchronous | Class size: 60
- Fall 2024 In-person | Class size: 29
- The course teaches undergraduate students to utilize IDEO design principles to lead a UI design from concept to prototype.

COURSE INSTRUCTOR, HUMBER COLLEGE

School of Media Studies & Information Technology, Humber College

Experience Design II

- Winter 2020 | Online Synchronous | Class size: 35
- This course focuses on applying interaction design and UI principles to design systems in various interfaces.

Experience Design I

- Fall 2019 | In person | Class size: 30
- The course explores a users' perceptions while using interfaces and providing relevant solutions to the user problems.

Emerging Multimedia Practice I

- Fall 2019 | In person | Class size: 25
- Introduces industry best practices and design thinking tools for interactive projects, guiding students through the workflow from concept to developer handoff.

PUBLICATIONS

Peer-Reviewed Journal Article

- [Published] Bhatia-Kalluri. (2026) "Methodological Framework to Assess Digital Platform Viability and Sustainability for Marginalized Users in the Global South." Special Issue: Towards Popular Techno-Futures - a Global Policy Perspective. *Digital Culture & Society*. doi: https://digicults.org/files/2026/05/DCS_11_2_3_Bhatia.pdf
- [Published] Bhatia-Kalluri, A., & Caraway, B. (2023). "Transformation of the Digital Payment Ecosystem in India: A Case Study of Paytm." Expanding the Boundaries of Digital Inclusion: Perspectives From Network Peripheries and Non-Adopters. *Social Inclusion*. doi: www.cogitatiopress.com/socialinclusion/article/view/6687

Book Chapter

- [Published] Bhatia-Kalluri, A., (2025). "Impact of platform ecosystem on the marginalized handicraft microentrepreneurs in India." *Towards the Global Study of Deindustrialization and Economic Restructuring: The Case of India*. Routledge. doi: <https://www.taylorfrancis.com/chapters/edit/10.4324/9781003594918-10/impacts-digital-platform-ecosystem-marginalized-handicraft-microentrepreneurs-india-aditi-bhatia-kalluri>

Peer-Reviewed Conference Paper

- [Published] Bhatia-Kalluri, A. (2021). "E-commerce for Rural Micro-Entrepreneurs: Mapping Restrictions, Ecologies of Use and Trends for Development." Proceedings of the 1st Virtual Conference on Implications of Information and Digital Technologies for Development. Computers and Society. doi: <https://arxiv.org/abs/2108.09759>

Book Review

- [Published] Bhatia-Kalluri, A. (2020). "Book Review: 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>

HONOURS & AWARDS

Joint Research Project Award

Faculty of Arts, University of Waterloo, Canada

Sep 2026

- Co-Principal Investigator, *Beyond Access: Street-Food Vendors' Livelihoods and Agency on Food-Ordering Platforms (Delhi-NCR)*. Awarded \$5,000 CAD in project funding for collaborative research with OP Jindal Global University.

Ethel W. Auster Scholarship for Doctoral Research

Faculty of Information Awards Committee, University of Toronto, Canada

Apr 2023

- Doctoral research scholarship award for excellence in initial dissertation research.

Robert Chambers Award

Development Studies Association of Ireland (DSAI), University of Limerick, Ireland

Nov 2022

- DSAI honored me as an outstanding student researcher and a joint winner for the most innovative paper demonstrating the potential to significantly contribute to strengthening just and sustainable development for the world's poor.
- Paper title: "Mapping Trends for Sustainable Economic Development in the Global South: E-commerce as an Online Marketplace for Micro-Entrepreneurs in Rural India"

Ranjit Kumar Graduate Fellowship Recipient

Oct 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

Ministry of Colleges and Universities, Government of Ontario, Canada

- Merit-based scholarship granted for doctoral studies.

Silicon Valley College Success Scholarship

Sep 2009

College Access Foundation of California, Silicon Valley, CA

- Academic award for academic excellence granted for excellence in academics for a period of two years.

Artistic Discovery Contest Winner

Jun 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

CONFERENCE INVITATIONS

Doctoral Colloquiums (Dissertation Research)

- *Information Seeking in Context (ISIC)*, Humboldt University, Berlin, Germany (2022)
- *Association of Information Science and Technology (ASIS&T)*, Pittsburgh, U.S.A. (2022)
- *Association of Internet Researchers (AoIR)*, Technology University, Dublin, Ireland (2022)

Mapping trends for sustainable economic development in the global south: e-commerce as an online marketplace for micro-entrepreneurs in rural India

- *Communications, Media, and Film Graduate Conference: Digital Power and Justice*, Adoption of Digital Money among Marginalized South Asian Groups Panel, University of Calgary, Canada (2024)
- International Federation for Information Processing (IFIP), Implications of Information and Digital Technologies, Development Working Group (9.4), London, UK (2021)

Rise of the digital financial ecosystem in India: The political economy of platforms, gaps, and trends for development

- *Development Studies Association (DSA) Ireland Annual Conference: Critical Perspectives on Sustainable Development*. Information, Technology and Development (ICT4D) Study Group. University of Limerick, Ireland (2022)
- *Graduate South Asia Conference*, Canada India Research Centre for Learning and Engagement (CIRCLE), Inequality Panel, University of Guelph, Canada (2022)

E-commerce for Rural Micro-Entrepreneurs: Mapping Restrictions, Ecologies of Use and Trends for Development

- *Digital Humanities Conference*, University of Toronto, Canada (2021)
- *International Association for Media and Communication Research Conference (IAMCR)*, Rural Communication Working Group (RUC), Nairobi, Kenya (2021)
- *South Asian Studies (CSAS) Graduate Symposium*, Munk School of Global Affairs, University of Toronto, Canada (2021)

History of Information Communications in India: Mapping developmental trajectory of telegraph, telephones, and mobile phones (1851- Present.)

- *Annual Canadian Communication Conference (CCA)*, University of Alberta, Canada (2021)

Role of COVID-19 Pandemic in Facilitating Digital Payment Ecosystem

- *Transitioning, 16th Annual Communication Graduate Caucus (CGC) Conference*, Carleton University, Canada (2021)

Role of Aadhaar Biometric System Within the Digital Payment Transformation in India

- *What is Information?* University of Oregon , U.S.A. (2020)

Intersectionality: Investigating Intersectionality as a Framework for ICTs Research

- *Annual Canadian Communication Conference*, Canada (2019)

LEADERSHIP EXPERIENCE & COMMUNITY INVOLVEMENT

Peer-review, Vikalpa: The Journal for Decision Makers

Apr 2025 – Present

- Peer reviewer for a quarterly open-access management journal published by the Indian Institute of Management Ahmedabad.

Advisor, New Media Program Advisory Committee

Feb 2014 – Present

University of Toronto Scarborough & Centennial College

- Serve on the advisory committee for the joint New Media program (University of Toronto Scarborough & Centennial College), contributing to curriculum development and ensuring alignment with evolving digital media industry practices.

Organizer, Ph.D. Research Days

Apr 2021

Faculty of Information, University of Toronto

- Part of the core organizing committee for a one-day conference that allows Ph.D. and Masters students to share their research.

Creative Editor

Mar. 2015 – Aug. 2015

Ryerson Digital Media Review, Toronto Metropolitan University

- Co-founded and launched an online publication for Master of Digital Media students.
- Guided authors through proposal development and copy-edited final submissions.

Organizer, Master of Digital Media Industry Night

Apr. 2015

Toronto Metropolitan University, Toronto, ON

- Organized a networking event connecting Master of Digital Media candidates with industry professionals.
- Led a 7-member communications team managing outreach, invitations, and event coordination.

RELEVANT TO DESIGN THINKING TEACHING AND RESEARCH

Applied industry experience in UX design, usability research, and information architecture, informing pedagogy in HCI, UX, and digital media courses.

Freelance Lead Senior UX Designer

Jun 2017 – Dec 2019

Multiplica, Miami, U.S.A.

- Led usability research, script development, testing sessions moderation, and result analysis.
- Applied qualitative and quantitative data to map user journeys and inform UI design.
- Designed information architecture and interfaces for international e-commerce clients.

User Experience Specialist

Jul 2015 – Feb 2016

Analytical Engine Interactive Inc., Toronto, Canada

- Created user personas, storyboards, and wireframes to address client business needs.
- Conducted field research, journey mapping, and usability testing to improve web information architecture.
- Collaborated with designers, engineers, and project managers in an agile environment to deliver upgraded client websites.

UX Strategy & Communications Assistant

Sep 2013 – Aug 2014

University of Toronto Scarborough, Toronto, Canada

- Improved website information architecture for student access to departmental updates.
- Developed front-end web solutions (HTML, CSS, WordPress) enabling agile updates.
- Produced promotional materials and managed social media to expand event outreach.

Digital Media & Interaction Design Intern

May 2013 – Aug 2013

Toronto District School Board, Toronto, Canada

- Designed interactive prototypes for K–12 computer science learning modules, integrating animations to support student comprehension.
- Applied motion graphics and visual design to create educational digital resources used in classroom instruction.

TECHNICAL AND TEACHING SKILLS

- UX/ Design Tools: Figma, Axure, Sketch, Balsamiq
- Visual Graphics: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Web Design: HTML5, CSS3
- Teaching platforms: Quercus, Canvas, Blackboard, Miro, Zoom (if applicable)