

# Procheta Nag

## USER EXPERIENCE DESIGNER

### PROJECTS

#### SFU Grad Society Website

UX Designer (Dec 2020 - Jan 2021 | Simon Fraser University(SFU))

For contract project, I redesigned their website to a responsive website where I worked closely with the client, website's admins and developer. I followed expert interview method and heuristic evaluation to identify problems. Created design solution of interactive prototype, developed multiple webpages with elementor in WordPress collaboratively, iterated design process from usability testing and client's review from weekly deliverables.

#### ALEXA AI

I have conceptualized and designed new empathetic and interactive features of Alexa to foster user engagement of digital personal assistants. Researched and identified problems through primary and secondary research, created design solution prototype and usability testing to improve user experience.

#### CUPCAKE CRAVE

I have designed an online cupcake store website that showcases branding of quality products, attractive menu and provides vital information. Done user research and competitor analysis to identify problems and design solutions, created an interactive prototype and iterated design from usability testing.

[See more in the portfolio](#)

### EXPERIENCE

#### Graduate Teaching Assistant

Simon Fraser University (Jan 2019 - Dec 2020)

I have taught the followings to undergraduate students -

- Site Maps, User Flow, Wireframing, Card sorting, Personas, Heuristic Evaluation, Low to High Fidelity Prototyping in Axure, Origami Studio.
- Responsive website design with HTML, CSS, and Bootstrap.
- Kinetic Typography, Motion Graphics, Storyboarding in Adobe Photoshop, After Effect, Premiere Pro.

#### Graduate Research Assistant

Simon Fraser University (Jan 2019 - Aug 2020)

- Designed interactive conversation system with embodied virtual agent. Evaluated research study by adopting wide ranges of Qualitative and Quantitative research methods and tools.

#### User Experience Intern

A2i - Prime Minister's Office (Dec 2016 - Jan 2017 | Bangladesh)

- Performed usability testing of website, ideate design solutions, managed admin dashboard and collaborated with multiple roles to drive alignment.

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🌐 [iprocheta.github.io](http://iprocheta.github.io)

### EDUCATION

#### M.Sc., Human Computer Intercation

Simon Fraser University, CGPA 4.00

Jan 2019 - Dec 2020 | Vancouver, Canada

Thesis: Design embodied virtual agent and evaluate the effect of gender during the intercation with Virtual Agent.

#### B.Sc., Computer Science & Engineering

Khulna University

Aug 2013 - Dec 2017 | Bangladesh

Thesis: Develop user centric framework to predict AMI using real world data and data mining.

### SKILLS

#### Research

Contextual Inquiry, Surveys, User Interviews, Ethnography, Affinity Diagramming, Statistical Analysis, Competitive Analysis, Heuristic Evaluation.

#### Design

Prototyping, Wireframing, Taxonomy, Sitemap, Information Architecture, Information Design, Empathy Map, Journey Map, User Flow, Persona, Storyboarding, Usability Testing.

#### Tools

Figma, Axure, Sketch, Origami Studio, Adobe Creative Suite, Balsamiq, Zeplin, SPSS.

#### Development

HTML, CSS, Bootstrap, Javascript, Latex.

### ACOMPLISHMENTS

- 6 Publications (Conference & Journal papers)
- Simon Fraser University TMRA Award 2020
- 1st runner up - National Women Hacathon, 2017
- Service Innovation Fund, 2017
- Winner - Women Innovation Camp, Prime Minister's office, 2016
- B.Sc. Scholarship, 2015