

Procheta Nag

USER EXPERIENCE DESIGNER

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PROJECTS

SFU Grad Society Website

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

Redesigned the website of SFU GSS to a responsive website where I worked closely with the client, executive committee and developer. I followed expert interview method and heuristic analysis to identify problems; created interactive prototype, developed multiple webpages with elementor in WordPress collaboratively, iterated process from usability testing, expert review and client's review from weekly deliverables.

Alexa AI

Conceptualized and designed new empathetic and interactive app features to foster user engagement of digital personal assistants. Researched and identified problems with primary and secondary research, created design solution prototype and performed usability testing to improve user experience.

Cupcake Crave

Designed an online cupcake store website that showcases consistent branding of the business. Done user research and competitor analysis to identify problems and design solutions, created an interactive prototype and iterated design from usability testing.

[See more work in the portfolio](#)

EXPERIENCE

Graduate Teaching Assistant

Simon Fraser University (Jan 2019 - Dec 2020)

I have provided hands-on tutorials on followings to undergraduate courses -

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

Graduate Research Assistant

Simon Fraser University (Jan 2019 - Aug 2020)

- Researched and identified problem space of AI conversation system through User Testing, Qualitative and Quantitative study and secondary research.
- Ideate and created new design solution for 3D embodied agents.
- Validated and Iterated Design with two quantitative and qualitative study.
- Evaluated the research assumption by quantitative research method.

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.

EDUCATION

M.Sc., Human Computer Interaction

Simon Fraser University, CGPA 4.00

Jan 2019 - Dec 2020 | Burnaby, Canada

Thesis: Design embodied virtual agent and evaluate the effect of gender during the interaction 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, Adobe XD, Framer.js, 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