

Procheta Nag

Designer | Researcher

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EXPERIENCE

Simon Fraser University

Graduate Teaching Assistant

Jan 2019 - Dec 2020 | Vancouver, BC

I have taught followings to undergraduate students -

- Site Maps, User Flow, Wireframes, Card sorting, Personas, Low to High Fidelity Prototyping in Axure, Origami Studio.
- Responsive website design with HTML, CSS, and Bootstrap.
- Sequential Art, Storyboarding, Image Composition in Adobe Photoshop.
- Kinetic Typography, Animation & Motion Graphics in After Effect, Premiere Pro.

Simon Fraser University

Graduate Research Assistant

Jan 2019 - Aug 2020 | Vancouver, BC

- Designed interactive conversation system with embodied virtual agent
- Conducted foundation research to understand user needs and perspectives
- Evaluated research study by adopting wide ranges of Qualitative and Quantitative research methods and tools.

A2i - Prime Minister's Office

User Experience Intern

Dec 2016 - Jan 2017 | Bangladesh

- Performed usability testing, A/B testing of websites, generate improved design idea, document improved design concept.

PUBLICATIONS

- Nag, P. and Yalçın, Ö. N. 2020. Gender Stereotypes in Virtual Agents. **ACM 2020**
- Nag, P. and Yalçın, Ö. N. 2019. Effect of Gender on Interaction with Embodied Conversational Agents. **WiML'19. NeurIPS 2019**
- Nag, P. 2019. A computational framework for Acute Myocardial Infarction Prediction from Real World Data. **WiML'19. NeurIPS 2019**
- Nag, P., Mondal, S., Ahmed, F., More, A., and Raihan, M. 2017. A simple acute myocardial infarction (Heart Attack) prediction system using clinical data and data mining techniques. **IEEE 2017**
- Nag, P., Mondal, S., More, A., 2018. A Holistic User Centric Acute Myocardial Infarction Prediction System With Model Evaluation Using Data Mining Techniques. **ASTES Journal**

EDUCATION

Simon Fraser University

M.Sc. In Human Computer Interaction (HCI)

Jan 2019 - Dec 2020 | Vancouver, BC

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

Khulna University

B.Sc. In Computer Science & Engineering (CSE)

Aug 2013 - Dec 2017 | Bangladesh

Thesis: Develop holistic user centric framework to predict acute myocardial infarction using data mining and real world data.

SKILLS

Research

User Interviews
Quantitative Surveys
Statistical Analysis
Contextual Inquiry
Heuristic Evaluation
Usability Testing
A/B Testing

Design

Prototyping
Wireframing
Information Architecture
Empathy Map
User Journey
Personas
Storyboarding

Tools

Figma
Axure
Adobe XD
Balsamiq
Adobe Creative Suite
SPSS
Zeplin

Development

HTML
CSS
Bootstrap
Latex

ACOMPLISHMENTS

- 1st Runner Up - National Women Hackathon, 2017
- Service Innovation Fund (Round 9), 2017
- Winner - Women Innovation Camp, Prime Minister's Office, 2016
- B.Sc. Scholarship, 2015