

Procheta Nag

USER EXPERIENCE DESIGNER

 iprocheta.github.io

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EXPERIENCE

Simon Fraser University, Canada

UX Designer (Contract, Dec 2020 - Feb 2021)

Worked cross-functionally with the client, stakeholder, project manager, committees and developer to redesign a responsive website in an agile environment. Designed low to hi-fi prototype incorporating research, testing and iteration. Developed webpages (Elementor in WordPress) with the developer for weekly deliverable meetings, iterated following feedback and requirements, and tested to ensure smooth user experience for admin and end-user.

Graduate Teaching Assistant (Jan 2019 - Dec 2020)

Provided hands-on tutorials to develop a user-centred context strategy following design principles and UX_Design approach (from card sorting, personas, sitemap, user flow, wireframing to prototype in Axure), and develop a responsive website with HTML, CSS, and Bootstrap for MVP. Created Kinetic Typography, Motion Graphics, Graphic novel in Adobe Photoshop, After Effect, Premiere Pro and demonstrated various design tools.

Graduate Research Assistant (Jan 2019 - Dec 2020)

Researched and identified stereotype dilemmas of AI conversation system through User and Market Research and Testing. Ideated, created and validated a new design solution combining iterative design process with quantitative and qualitative research methodologies. Presented work progress to lab and collaborated with the project manager, supervisor and colleagues in an agile scrum environment.

A2i - Prime Minister's Office, Bangladesh

UI Designer (Contract, Jun 2017 - Jun 2018)

Designed graphic novels like interactive storytelling experiences for mobile with different quiz games and level progression to educate adolescent girls about sexual education. Collaborated with the artist and developer to design responsive UI and interaction across mobile devices. Worked with project manager, team lead and peers to report and review work, and provide deliverables to the client.

User Experience Intern (Dec 2016 - Jan 2017)

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 | Canada

Research: 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

Research: 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, User Testing.

Tools

Figma, Axure, Adobe XD, Framer.js, Sketch, Adobe Creative Suite, Balsamiq, Zeplin.

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