

# Procheta Nag

Designer | Researcher

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## PROJECTS

### Grad Society Website

UX Designer

Dec 2020 - Jan 2021 | Simon Fraser University, Vancouver, BC

I was responsible for User research, Taxonomy hierarchy, Site map, Information architecture, User flow, Wireframes, Low to high fidelity prototype, Usability test in order to redesign the Simon Fraser University Grad Society website.

### ALEXA AI

Personal project

I have conceptualized updated features with Amazon Alexa app following primary and secondary research, research synthesis, user flow, wireframe, prototype.

### CUPCAKE CRAVE

Personal project

I have designed an online cupcake store website following user research, product roadmap, empathy map, customer journey map, user flow, sitemap, wireframe, prototype.

## EXPERIENCE

### Simon Fraser University

Graduate Teaching Assistant

Jan 2019 - Dec 2020 | Vancouver, BC

I have taught the following 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.
- Kinetic Typography, Motion Graphics, Storyboarding in Adobe Photoshop, After Effect, Premiere Pro.

### Simon Fraser University

Graduate Research Assistant

Jan 2019 - Aug 2020 | Vancouver, BC

- Designed interactive conversation system with embodied virtual agent. 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, generated improved design idea, document improved design concept.

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

### Design

Prototyping  
Wireframing  
Information Architecture  
Sitemap, Sketch  
Empathy Map  
User Journey, User Flow  
Personas, Storyboarding

### Tools

Figma  
Axure  
Adobe XD  
Origami Studio  
Adobe Creative Suite

SPSS

Zeplin

Balsamiq

### Development

HTML  
CSS  
Bootstrap  
Javascript  
Latex

## ACCOMPLISHMENTS

- SFU TMRA Award 2020
- 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