

Procheta Nag

Designer | Researcher

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PROJECTS

Grad Society Website

UX Designer

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

Researched and identified problems through client's requirements, user research and testing. Created taxonomy, sitemap, information architecture, user flow, wireframes, prototypes to design Website. Developed multiple webpages and tested them collaboratively.

ALEXA AI

Conceptualized and designed new features of Amazon Alexa app to enhance the experience of a digital personal assistant. Identified problems through primary and secondary research; and initiated solutions with research synthesis, user flow, wireframe, prototype.

CUPCAKE CRAVE

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

EXPERIENCE

Graduate Teaching Assistant

Simon Fraser University

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.
- Kinetic Typography, Motion Graphics, Storyboarding in Adobe Photoshop, After Effect, Premiere Pro.

Graduate Research Assistant

Simon Fraser University

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.

User Experience Intern

A2i - Prime Minister's Office

Dec 2016 - Jan 2017 | Bangladesh

- Performed usability, A/B testing of websites, generated improved design idea. Collaborated with multiple roles to drive alignment.

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

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

Development

SPSS

Zeplin

Balsamiq

Javascript

Latex

ACOMPLISHMENTS

- 6 Publications

- SFU 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