

Procheta Nag

USER EXPERIENCE DESIGNER

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EXPERIENCE

SFU Grad Society Website

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

For contract project, I have redesigned a responsive website for SFU GSS.

- Determined problems and goals from client's requirements, expert interview and heuristic analysis.
- Created interactive prototype, developed multiple webpages with elementor in WordPress collaboratively with developer.
- Conducted internal testing, quality assurance, expert review, client's review and usability testing to iterate ux flow.
- Worked closely with client, technical team, team lead and developer.

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.

Interface Designer

A2i - Prime Minister's Office (Jun 2017 - Jun 2018 | Bangladesh)

During undergraduate study I had worked on a contract project- a mobile game where adolescent girls are able to learn about sexual education while playing games.

- Designed different quiz games with level progression and reward systems.
- Designed visual novel alike storytelling experience.
- Worked with the UI Developer to design responsive UI screens across mobile devices.
- Worked closely with project team as well as project manager, team lead, developer and business partner Department of Women's Affairs, Ministry of Women and Children Affairs.

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

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.

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 Hackathon, 2017
- Service Innovation Fund, 2017
- Winner - Women Innovation Camp, Prime Minister's office, 2016
- B.Sc. Scholarship, 2015