

Procheta Nag

USER EXPERIENCE DESIGNER

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EXPERIENCE

Simon Fraser University, Canada

UX Designer (Contract, Dec 2020 - Feb 2021)

Working cross-functionally with 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. Developing webpages (Elementor in Wordpress) with developer for weekly deliverable meetings, iterating following feedback and requirements, and testing 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 complete UX_Design approach, from card sorting, personas, sitemap, user flow, wireframing to prototype in Axure, finally develop a responsive website with HTML, CSS, and Bootstrap for MVP; create Kinetic Typography, Motion Graphics, Graphic novel in Adobe Photoshop, After Effect, Premiere Pro. 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: "Androgynous AI agents usage can be a middle ground to alleviate stereotypes", combining iterative design process with quantitative and qualitative research methodologies. Worked collaboratively 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)

Worked with project manager, team lead, business partner, graphics designer, developer and peers to create a mobile game for sexual education awareness. I designed graphic novels like interactive storytelling experiences with different quiz games and level progression so that adolescent girls can learn about sexual education while playing games. Collaborated with UI Developer to design responsive UI and interaction across mobile devices.

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, SPSS.

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