

PRAGATI SINGH

USER EXPERIENCE DESIGNER

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EXPERIENCE

UX Designer, Graduate Assistant — DILAC (Digital Integrative Liberal Arts Center) Georgia Tech, Atlanta, JAN 2019 - MAY 2020

- Designed web exhibit to preserve the history of integration years in Coffee County, Georgia. Completed end-to-end UX design and coded a fully functional prototype using HTML/CSS/AngularJS.
- Delivered low and hi-fidelity prototype for Digital Resource Centre for the Chinese Dialect. The solution improved content discovery and reduced bounce rate significantly.
- Designed the website for the lecture series on ethics and technological futures, organised by Georgia Tech and Emory University.

UI/UX Designer — Freelancer, India, FEB 2017 - JUN 2018

- Led the UX, UI & brand design for Excellion Technologies based in Gurgaon. Collaborated with Brainded India for a visual storytelling project to make the critical and feminist theory more accessible.

UX Consultant — PwC, India, APR 2015 - JAN 2017

- Organized focus groups, interviewed business users and designed UX for legal documents dashboard for a Swiss manufacturing client. The solution increased the traceability, minimized legal risks and is currently in use at 40 plants across India.
- Conducted user research to understand the procurement process, user needs & product-fitment for implementation of a paperless office. The research informed the design of mailroom dashboards, enhanced tracking and reduced FTE costs.

PROJECTS

UX Design & Research — AI Chatbot for FOCUS Brand's Power BI, AUG 2018 – DEC 2018

- Designed a chatbot for Power BI used by FOCUS Brand's non-tech users. Conducted interviews to understand the reasons behind the low adoption of Power BI.
- Designed the interaction flow, personality, and conversation for the chatbot. Presented the research outcomes and design suggestions to the FOCUS Brand's stakeholders.

UX Design & Research — WineAR App, JAN 2020– MAR 2020

- Designed an AR (augmented reality) app to improve the in-store wine buying experience for people with basic or no knowledge of wines. Conducted interviews, field study & physical prototyping for faster exploration of features and interactions.

UX Designer — Handl App, AUG 2019 – DEC 2019

- Designed a solution for quicker contacts swapping in networking events. Created storyboards, wireframes, lo-fi and hi-fidelity prototypes. The app reduced the time taken to complete the task by 50%.

EDUCATION

Georgia Tech, Atlanta
MS Human-computer Interaction,
AUG 2018 - MAY 2020

Birla Institute of Technology, India
B.E Electrical & Electronics,
AUG 2010 - MAY 2014

DESIGN SKILLS

Wireframing, Sketching,
Rapid Prototyping, Physical
Prototyping, Journey Maps, Visual
Design, Illustrations, UI Design,
Data-visualization, Mockups,

RESEARCH SKILLS

Interviews, Contextual inquiry,
Cognitive walkthrough,
Comparative analysis, Observation,
Literature Review, Affinity Mapping,
Cultural probe, Field study

TOOLS

Adobe XD, Illustrator, InVision,
Figma, Sketch, Photoshop,
HTML/CSS/JavaScript, Angular JS,
Balsamiq, D3.js

RECOGNITIONS

Won CIC (Convergence Innovation
Competition) for Handl, organized
by GT (Georgia Tech)- RNOC
(Research Network Operations
Center)

Photography work published in
Vogue Italia's Photo of the Day.

PUBLICATIONS

Bringing Shades of Feminism to
Human-Centred Computing, CHI'19

Fashioning a Response to the
Ever-Present Gaze of the Smart
City, 4S'19