

# Pragati Singh

Product Designer

[www.pragati-singh.com](http://www.pragati-singh.com)

## Education

**Georgia Tech, Atlanta**, Aug' 18 - May' 20

**M.S** Human-computer Interaction, Digital Media

**Birla Institute of Technology, India**, May' - Jun' 14

**B.E** Electrical & Electronics

## Experience

**UI/UX Designer** — *Digital Integrative Liberal Arts Center*, Jan' 19 – May' 20

- Designed interactive exhibit to preserve the history of integration years in Coffee County. Designed user flows, mockups, visual assets and coded a functional prototype using HTML/CSS/JS.
- Conducted usability study and redesigned the **Digital Library of Korean Culture**. The solution improved content discovery, bounce rate and improved the SUS score by 50%.
- Designed and developed the website for the lecture series on **ethics and technological futures**, organised by Ivan Allen College and Emory University.

**UI/UX Designer** — *FOCUS Brand's Microsoft Power BI Chat*, Aug' 18 – Dec' 18

- Designed **Power BI chatbot** for the FOCUS Brand's non-tech users to enable data-driven decision. Conducted interviews, studied JIRA reports. Conducted think-out louds sessions and achieved a SUS score of 0.87.

**UI/UX Designer** — *Freelancer, India*, Feb' 17 – Jun' 18

- Led the UX, UI & logo design for Excellion Technologies. Designed infographics for the retail experience of Tradeboox. Designed **illustrations and visuals** for social impact and awareness about critical theory.

**UX Consultant** — *PricewaterhouseCoopers Ltd*, Apr' 15 – Jan' 17

- Organised focus groups, design sprints, studied product fitment and designed a **legal records dashboard** for a Swiss cement company. The solution increased the traceability, reduced legal risks and currently is in use at 40 plants across India.

**UI/UX Designer & Researcher** — *Handl App*, Aug' 19 – Dec' 19

- Designed a mobile app for **quicker swapping of contact information**. Created lo-fi and hi-fidelity prototypes and conducted guerilla testing. The app reduced the time taken to complete the task by 50%.

## Contact

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## Design Skills

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

## Tools

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

## Research Skills

Interviews, Contextual inquiry, Cognitive walkthrough, Guerilla Testing, Comparative analysis, Affinity Mapping, Cultural probe, Usability Studies, Heuristic Evaluation

## Recognitions & Publications

Won Convergence Innovation Competition for Handl, organized by Institute for People and Technology at Georgia Tech

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

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