PRAGATI SINGH

Product Designer

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EXPERIENCE

JUL' 20 — OCT' 20

Product Designer / Stride Consulting, NYC

- Designed and shipped a booking portal and desk management system for an esports client. The product enabled gamers to sign up, create reservations and make payments for the gaming sessions.

JAN' 19 — MAY' 20

UX Designer / Digital Integrative Liberal Arts Center, ATL

- Designed a digital archive for integration years in Douglas, created design language, UI components and high-fidelity prototype.
- Evaluated and redesigned the CMS based site for the Library of Korean Culture following ADA compliance and WCAG guidelines. Improved the SUS score by 50% by restructuring the IA and creating a design language.

AUG' 18 — DEC' 18

UX Designer / FOCUS Brands, ATL

- Designed NLP based Power BI chatbot to enable data-driven decision.
- Conducted generative research, designed the conversation flow and prototyped chatbot experience. Achieved a SUS score of 0.87.

APR' 15 — JAN' 17

UX Designer / PricewaterhouseCoopers Ltd, IN

- Designed a Legal Records Dashboard for a Swiss company which improved visibility into the business workflows, reduced information retrieval time, and is currently in use at 40 plants across India.
- Organised focus groups, spearheaded design sprints with the in-house IT team, process consultants and developers.

PROJECTS

AUG' 19 — DEC' 19

UI/UX Designer & Researcher / Handl App, ATL

- Designed and shipped a platform agnostic mobile app that reduced the time taken to exchange contact info by 50% by eliminating typing, search time and providing context based options.
- Spearheaded design sprints, created mockups, user-flows, visual assets (icons, illustrations), collaborated with developers, conducted guerilla testing.

EDUCATION

AUG' 18 — MAY' 20

M.S in HCI / Georgia Tech, Atlanta

JUN' 10 — MAY' 14

B.E in Electrical / BIT, India

SKILLS

Experience Design	Contextual Inquiry	Adobe XD
Info-Visualization	Cognitive-Walkthrough	Figma
Rapid Prototyping		InVision
Visual Design	Guerilla Testing	Illustrator
Wireframing	Comparative Analysis	Sketch
	Usability Studies	HTML/CSS/JS