

# PRAGATI SINGH

USER EXPERIENCE DESIGNER

pragati-singh.com  
linkedin/pragatis  
pragati@gatech.edu  
+1 - 530 - 407 - 6160

## Experience

### UX Designer, Graduate Assistant — DILAC Georgia Tech, Atlanta

JAN 2019  
- PRESENT

- Designed web exhibit to preserve the history of integration years in Coffee County, GA. Completed end-to-end UX design and developed fully functional prototype using HTML/CSS/Angular JS. The project was presented at the Dean Showcase at Georgia Tech.
- Conducted usability study for Digital Resource Centre for the Chinese Dialect. Created information architecture, wireframes, prototypes.

### Visual Designer — Freelancer, India

FEB 2017  
- JUL 2018

- Designed marketing collaterals, illustrations, and logos for various clients. Collaborated with Branded India for a visual storytelling project to spread awareness about farmer suicides in India.
- Created women-centric illustration projects to make feminist perspective and critical theory more accessible.

### Research Consultant — PwC, India

APR 2015  
- JAN 2017

- Conducted user research and designed UX for legal records dashboard for a Swiss manufacturing client. The solution increased traceability, reduced legal risks and is currently in use at 40 plants across India.
- Defined user needs by conducting focus groups with business users and IT leads to understand the procurement process, user needs & product-fitment. The research informed design of web mailroom and scanning solutions which reduced legal risks and FTE costs.

### UI Developer — Cognizant, India

NOV 2014  
- MAR 2015

- Created task flows, designed UI and developed the screens in HTML/CSS and JavaScript for a project tracker for a US based audit client.

## Projects

### UX Designer — WineAR App

JAN 2020  
- MAR 2020

- Designed an AR app to improve the in-store wine buying experience for people with basic or no knowledge of wines.
- Conducted interviews, field study & physical prototyping. Designed low and high fidelity prototypes and conducted evaluation.

### 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-fi prototypes. The app reduced the time taken to complete the task by 50%.

### UX Researcher — FOCUS Brand AI Chatbot

AUG 2018  
- DEC 2018

- Designed a chatbot for Power BI used by FOCUS Brand's non-tech users with. Conducted interviews to understand the reasons behind the low adoption of Power BI.
- Designed the interaction flow, personality and conversation for the chatbot. Research outcomes and design were presented to the BI team and Financial Planning & Analysis department.

## Education

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

Birla Institute of Technology  
B.E Electrical & Electronics  
AUG 2010 - MAY 20

## Design Skills

Rapid Prototyping	Illustrations
Sketching	Information-Architecture
User personas	Data-visualisation
Journey Maps	Wireframing
Visual Design	Physical Prototyping

## Research Skills

Interviews	Literature Review
Contextual inquiry	Affinity Mapping
Cognitive walkthrough	Coding
Comparative analysis	Cultural probe
Observation	

## Tools

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

## Recognitions

Won Convergence Innovation Competition for Handl, organized by GT-RNOC & IPaT.

Photography work published in Vogue Italia.

## 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

