

# Pragati Singh

USER EXPERIENCE DESIGNER

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## Professional Experience

### UX Design-Research Assistant | Georgia Tech, Atlanta | Jan' 19 - Present

Collaborated with a team of storytellers, archive experts and academics to design an online exhibit for history of integration years in Coffee County. Created storyboards, designed low and hi-fidelity prototypes. Developed the functional prototype using Angular.js. The project was presented at the Dean Showcase at Georgia Tech.

General responsibilities include designing and developing digital experiences for faculty projects funded by Mellon foundation, conducting design thinking and data-viz workshops for Britt Fellows, creating visual guidelines and UX evaluations.

### Visual Designer | Freelancer, India | Feb' 17 - Jul'18

Designed logos, graphics and websites for various clients. Collaborated with Brainded India for a visual storytelling project. Worked on women-centric illustration projects to make feminist perspective and critical theory more accessible.

### Technology Consultant | Pricewaterhouse Coopers Ltd, India | Apr' 15 - Jan'17

Conducted interviews & focus groups with business users, designed interaction flows, personas, information architecture for a Swiss cement company to help organise their legal records. The solution increased the traceability and visibility into the processes and reduced legal risks resulting from loss of documents and delays in retrieval. The dashboards are currently being used by 40 plants across India.

Conducted focus groups with business users, strategy consultants and IT leads, to understand user requirements, product-fitment and identify potential intervention points for the procurement process. The research informed designing mailroom and scanning solutions which reduced legal risks and reduced FTE costs.

### Programmer Analyst | Cognizant, India | Nov' 14 - Mar'15

Worked in an agile environment on a project tracker web app for a US-based client. Responsibilities included making task flows, UI design and coding the screens in HTML/CSS

## Projects

### UX Researcher & Designer | Handl App | Aug' 19 - Dec'19

Conducted comparative study, interviews, contextual inquiry, affinity mapping to understand pain points of contact sharing. Created storyboards, wireframes for the learning prototype. Designed low and hi-fidelity prototype and conducted cognitive walkthroughs. The app reduced the time taken to complete the task by 50%.

### UX Researcher & Designer | FOCUS Brand Chatbot | Aug' 18 - Dec'18

Conducted lit-review, product analysis to understand Power BI. Conducted onsite contextual inquiries with FOCUS Brand employees to understand the pain points and factors affecting the low adoption rate. Designed a conversational chatbot assistant for the non-tech users and presented the research and design outcomes to the business intelligence and finance departments.

## Education

**MS in Human-computer Interaction,**  
Georgia Tech, Atlanta,  
Aug' 18 - May'20

**B.E in Electrical & Electronics,**  
Birla Institute of Technology, India,  
Aug' 10 - Jun'14

## Design Skills

Prototyping	Illustrations
Storyboarding	Information-
Persona Creation	Architecture
Journey Maps	Wireframing
Visual Design	

## Research Skills

Affinity Mapping	Contextual-inquiry
Artefact Analysis	Interviews
Cognitive-walkthrough	Lit-review
Comparative study	Survey design
	Usability testing

## Tools

Adobe XD	HTML/CSS/JQuery
Adobe Suite	InVision
Axure RP	Paper & Pen
D3.JS	Sketch
Figma	

## Recognitions

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

Photography work published in Vogue Italia.

## Publications

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

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