

Pragati Singh

PRODUCT DESIGNER

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EXPERIENCE

UX Designer — Digital Integrative Liberal Arts Center, Ivan Allen College, 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 Library of Korean Culture. The solution improved content discovery, bounce rate and improved the SUS score by 50%.
- Designed the website for the lecture series on ethics and technological futures, organised by Georgia Tech and Emory University.

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, studied JIRA reports, conducted product analysis to understand the reasons behind the low adoption of Power BI.
- Designed the interaction flow, personality, and conversation for the chatbot. Presented the final design to 9 employees for user testing and achieved a SUS score of 0.90.

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

- Led the UX, UI & brand design for Excellion Technologies based in Gurgaon. Worked with Brainded India on digital storytelling projects for social impact and awareness about critical theory.

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

- Conducted end-to-end user experience design for legal records management 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 Designer — WineAR Mobile 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.

UI/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 in Human-computer Interaction,
AUG 2018 - MAY 2020

Birla Institute of Technology, India

B.E in Electrical & Electronics,
AUG 2010 - MAY 2014

DESIGN SKILLS

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

RESEARCH SKILLS

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

TOOLS

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