+1-530-407-6160
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Portfolio

PRAGATI SINGH
User Experience Designer

Design Skills

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

Research Skills

Affinity Mapping
Artefact Analysis
Cognitive Walkthrough
Comparative Research
Cultural Probe
Contextual Inquiry
Interviews
Literature Review
Observation
Survey Design
Usability Testing

Tools

Adobe XD
Adobe Illustrator
Adobe Photoshop
AxureRP
D3.JS
Figma
HTML/CSS/JQuery
InVision
Paper & Pen
Sketch

Recognitions

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

Photography work
Published in Vogue Italia

Education

Georgia Institute of Technology, *Atlanta*   Aug' 18 - May' 20
MS in Human-Computer Interaction-Digital Media

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

Professional Experience

DILAC Lab, Georgia Tech, *Research Assistant*   Jan' 19- Present
Worked with a team of storytellers, archive experts and academicians to
design an online exhibit for the oral 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.   Apr' 15 - Jan' 17

PricewaterhouseCoopersLtd., *Consultant*
Conducted interviews, focus groups, with business users, designed
interaction flows, personas, information architecture to help a
Switzerland based cement company organize their legal records and
increase traceability.

Projects

Smart City, People and Privacy, Master's Project   Jul' 19 - Present
Conducted artefact analysis, field-study, interviews and literature
review to conceptualize surveillance, privacy in the context of Smart
City. Designed probes, low-fidelity prototypes to help people observe
their relationship with the hybrid city.

Handl App, Sharing Contact Made Easier   Aug' 19 - Nov' 19
Conducted secondary research, interviews, contextual inquiry, affinity
mapping created storyboards and wireframes for the learning prototype.
Designed low and hi-fi prototype and conducted evaluation.

Focus Brand's Business Intelligence   Aug'18 - Dec'18
Conducted contextual inquiry, interviews, affinity mapping and analysis
to understand workplace practices. Designed a chatbot assistant for the
users and presented the evaluation and takeaways to the client.

Excerpt saving and sharing app for the academic readers   Aug' 18 - Dec' 18
Designed a photo-note mobile app for academic readers. Created
storyboards, wireframes, low and high fidelity prototype. Conducted
cognitive walk-through and heuristic analysis to evaluate the app.

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