

PRAGATI SINGH

User Experience Designer

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EXPERIENCE

JAN' 19 – MAY' 20

UI/UX Designer / Digital Integrative Liberal Arts Center, ATL

- Designed a historical web exhibit 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 WCAG guidelines. Improved the SUS score by 50% by restructuring the IA and creating a design language.

AUG' 18 – DEC' 18

UI/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.

FEB' 17 – JUN' 18

UX & Visual Designer / Excellion Technologies (Freelance), IN

- Iteratively designed the website for Excellion Technologies and gamified quizzing app. Established design guidelines, UI components and visual assets for the developers and the sustainable use.

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 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.

SKILLS

Experience Design
Info-Visualization
Prototyping
Mockups
UI Design
Visual Design
Wireframing

Interviews
Contextual Inquiry
Cognitive-Walkthrough
Guerilla Testing
Comparative Analysis
Usability Studies

Adobe XD
Figma
InVision
Illustrator
Sketch
HTML/CSS/JS

EDUCATION

AUG' 18 – MAY' 20

M.S in HCI / Georgia Tech

JUN' 10 – MAY' 14

B.E in Electrical & Electronics /
Birla Institute of Technology