

Pragati Singh

USER EXPERIENCE DESIGNER

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Professional Experience

UX Design - Research Assistant | [Georgia Tech, Atlanta](#) | Jan' 19 – Present

Designed an online exhibit for the history of integration years in Coffee County. Collaborated with a team of storytellers, archive experts and academicians. Created information architecture, wireframes and hi-fidelity prototype. Conducted multiple iteration and usability studies. Developed the functional prototype using Angular.js. The project was presented at the Dean Showcase at Georgia Tech.

Conducted UX evaluation for digital resource centre for Chinese dialect and Korean cultural archives. Created information architecture, wireframes, prototypes. For sustainability of these projects, conducted UCD and data-vis workshops for Britt Fellows and faculty, created design guidelines for the digital archives.

Visual Designer | [Freelancer, India](#) | Feb' 17 - Jul'18

Designed marketing collaterals, websites, and logos for various clients. Collaborated with Branded India for a visual storytelling project to spread awareness about farmer suicide. Worked on women-centric illustration projects that made feminist perspective and critical theory more accessible.

Technology Consultant | [Pricewaterhouse Coopers Ltd, India](#) | Apr' 15 - Jan'17

Conducted contextual inquiry and focus groups with business users to understand user requirements and pain points. Designed wireframes, interaction flows, hi-fidelity prototype for land records management. The solution increased traceability reduced legal risks and it is currently being used by 40 plants across India.

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

Programmer Analyst | [Cognizant Technology Solutions, 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

Designed a solution for quicker swapping of contacts in networking events and meet-ups. Conducted comparative study, interviews, contextual inquiry, affinity-mapping to understand pain points in contact sharing. Created storyboards, wireframes, low and hi-fidelity prototypes. The app reduced the time taken to complete the task by 50%.

UX Researcher & Designer | [FOCUS Brand Chatbot](#) | Aug' 18 - Dec'18

Designed a conversational chatbot for FOCUS Brand's non-tech users with data-analytics related queries. Conducted contextual inquiries with both tech and non-tech employees to understand the pain points and identify reasons behind the low adoption rate. 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

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

Rapid Prototyping	Illustrations
Sketching	Information-
User personas	Architecture
Journey Maps	Paper Prototype
Visual Design	Wireframing

Research Skills

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

Tools

Adobe XD	HTML/CSS
Photoshop	Vanilla JavaScript
Illustrator	Angular.JS
InVision	Microsoft Visio
Axure RP	Sketch
Figma	

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-Centered Computing, CHI'19

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