

PRAGATI SINGH

USER EXPERIENCE DESIGNER

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Experience

UX Designer, Graduate Assistant — DILAC Georgia Tech, Atlanta

JAN 2019
- PRESENT

- Designed web exhibit to preserve the history of integration years in Coffee County, GA. Completed end-to-end UX design and developed a fully functional prototype using HTML/CSS/Angular JS.
- Delivered low and hi-fi prototype for Digital Resource Centre for the Chinese Dialect. Final design improved content discovery and reduced bounce rate significantly.

Visual Designer — Freelancer, India

FEB 2017
- JUL 2018

- Designed marketing collaterals, illustrations, and logos for various clients. Collaborated with Branded India for a visual storytelling project to spread awareness about farmer suicides in India.
- Worked on a women-centric illustration project to make the feminist perspective and critical theory more accessible.

Research Consultant — PwC, India

APR 2015
- JAN 2017

- Conducted user research and designed UX for legal documents dashboard for a Swiss manufacturing client. The solution increased traceability, reduced legal risks and is currently in use at 40 plants across India.
- Defined user needs by conducting focus groups with business users and IT leads to understand the procurement process, user needs & product-fitment. The research, informed the design of web mailroom and scanning solutions which reduced legal risks and FTE costs.

UI Developer — Cognizant, India

NOV 2014
- MAR 2015

- Created task flows, designed UI and developed the screens in HTML/CSS and JavaScript for a project tracker for a US-based audit client.

Projects

UX Designer — WineAR App

JAN 2020
- MAR 2020

- Designed an AR 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. Designed low and high fidelity prototypes and currently conducting evaluation.

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-fi prototypes. The app reduced the time taken to complete the task by 50%.

UX Researcher — AI Chatbot for Microsoft's Power BI

AUG 2018
- DEC 2018

- Designed a chatbot for Power BI used by FOCUS Brand's non-tech users. Conducted interviews to understand the reasons behind the low adoption of Power BI.
- 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

Georgia Tech
MS Human-computer Interaction
AUG 2018 - MAY 2020

Birla Institute of Technology
B.E Electrical & Electronics
AUG 2010 - MAY 2014

Design Skills

Wireframing	Visual Design
Sketching	Journey Map
Rapid Prototyping	Illustrations
Physical Prototyping	Info-visualisation
Journey Maps	

Research Skills

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

Tools

Adobe XD	Photoshop
Illustrator	HTML/CSS/JavaScript
InVision	Angular JS
Figma	Balsamiq
Sketch	D3.js

Recognitions

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

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