

Pragati Singh

UX DESIGNER

www.pragati-singh.com

EDUCATION

Georgia Tech, US, Aug' 18 - May' 20

M.S in Human-computer Interaction - Digital Media, GPA 3.82

Birla Institute of Technology, IN, Jun'10 - Jun' 14

B.E in Electrical & Electronics

EXPERIENCE

UI/UX Designer — Digital Integrative Liberal Arts Center — Jan' 19 – May' 20

- Designed a digital archive for integration years in Douglas, GA. Collaborated with historians, organised design critique sessions, created design language and UI components. Developed a functional prototype using HTML/CSS/JS.
- Evaluated and redesigned the CMS based site for the Library of Korean Culture using WCAG guidelines. Improved the SUS score by 50% by re-structuring the information architecture and defining the design language.

UI/UX Designer — FOCUS Brand — Aug' 19 – Dec' 20

- Designed NLP based Power BI chatbot to enable data-driven decision. Interviewed employees, studied JIRA reports. Designed the conversation flow and prototyped chatbot experience. Achieved a SUS score of 0.87.

UX & Visual Designer — Excellion Technologies (Freelance) — Feb' 17 – Jun' 18

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

UI/UX Consultant — PricewaterhouseCoopers Ltd — Apr' 15 – Jan' 17

- Designed Legal Land Records Management Dashboard for a cement company. Organised focus groups, studied product fitment with the in-house IT team and functional consultants. The dashboard improved visibility into the business workflows and is currently in use at 40 plants across India.

PROJECTS

UI/UX Designer & Researcher — Handl App — Aug' 19 – Dec' 19

- Designed an award winning mobile app for contextual swapping of contact. Spearheaded the design sprints and collaborated with 3 developers. Conducted guerilla testing and reduced the time taken to exchange contact information by 50%.

CONTACT

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Atlanta, GA

DESIGN SKILLS

Interaction Design, Experience Design, Wireframing, Sketching, Prototyping, Journey Maps, Visual Design, Illustrations, Mockups, Info-visualization

TOOLS

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

RESEARCH SKILLS

Interviews, Contextual inquiry, Cognitive walkthrough, Guerilla Testing, Comparative analysis, Affinity Mapping, Cultural probe, Usability Studies, Heuristic Evaluation

AWARDS & PUBLICATIONS

Won Convergence Innovation Competition for Handl, organized by **Institute for People and Technology** at Georgia Tech

Bringing Shades of Feminism to Human-Centred Computing, **CHI'19**

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