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 history of integration years** in Coffee County. Collaborated with a team of storytellers, archive experts and academicians. Created storyboards, information architecture, wireframes and hi-fidelity prototypes. Developed the functional prototype using Angular.js. The project was presented at the Dean Showcase at Georgia Tech.

Responsibilities include designing and developing digital experiences for faculty projects funded by Mellon foundation, conducting design thinking and data-viz workshops for Britt Fellows, creating visual guidelines and UX evaluations.

Visual Designer | Freelancer, India | Feb' 17 - Jul'18

Designed logos, graphics and websites for various clients. Collaborated with Brainded India for a visual storytelling project. Worked on women-centric illustration projects to make feminist perspective and critical theory more accessible.

Technology Consultant | Pricewaterhouse Coopers Ltd, India | Apr' 15 - Jan'17

Designed **land records management system** for a Swiss cement company by defining core flows for document approval, storage, user access and search. Conducted contextual inquiry and focus groups with business users, designed wireframes, interaction flows, personas, etc. The solution increased traceability, reduced legal risks and it is currently being used by 40 plants across India.

Conducted **qualitative & formative research to understand 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, 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

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

Research Skills

Affinity Mapping	Contextual-inquiry
Artefact Analysis	Interviews
Cognitive-walkthrough	Lit-review
	Survey design
Comparative study	Usability testing

Tools

Adobe XD	HTML/CSS/JQuery
Adobe Suite	InVision
Axure RP	Paper & Pen
D3.JS	Sketch
Figma	

Recognitions

Won Convergence Innovation Competition for Handl, organised 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