

# PRAGATI SINGH

USER EXPERIENCE DESIGNER

## EXPERIENCE

**UX Designer, Graduate Assistant** — DILAC (Digital Integrative Liberal Arts Center) Georgia Tech, Atlanta, JAN 2019 - PRESENT

- Designed web exhibit to preserve the history of integration years in Coffee County, Georgia. Completed end-to-end UX design and coded a fully functional prototype using HTML/CSS/AngularJS.
- Delivered low and hi-fidelity prototype for Digital Resource Centre for the Chinese Dialect. The solution improved content discovery and reduced bounce rate significantly.
- Designed the website for the lecture series on ethics and technological futures, organised by Georgia Tech and Emory University.

**UI/UX Designer** — Freelancer, India, FEB 2017 - JUN 2018

- Led the UX, UI & brand design for Excellion Technologies based in Gurgaon. Collaborated with Brainded India for a visual storytelling project to make critical and feminist theory more accessible.

**UX Consultant** — PwC, India, APR 2015 - JAN 2017

- Organized focus groups, interviewed business users and designed UX for legal documents dashboard for a Swiss manufacturing client. The solution increased the traceability, minimized legal risks and is currently in use at 40 plants across India.
- Conducted user research to understand the procurement process, user needs & product-fitment for implementation of paperless office. The research informed the design of mailroom dashboards, enhanced tracking and reduced FTE costs.

## PROJECTS

**UX Design & Research** — AI Chatbot for FOCUS Brand'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. Presented the research outcomes and design suggestions to the FOCUS Brand's stakeholders.

**UX Design & Research** — WineAR App, JAN 2020– MAR 2020

- Designed an AR (augmented reality) 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.

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

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## EDUCATION

**Georgia Tech, Atlanta**  
MS Human-computer Interaction,  
AUG 2018 - MAY 2020

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

## DESIGN SKILLS

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

## RESEARCH SKILLS

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

## TOOLS

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

## RECOGNITIONS

Won CIC (Convergence Innovation  
Competition) for Handl, organized  
by GT (Georgia Tech)- RNOG  
(Research Network Operations  
Center)

Photography work published in  
Vogue Italia's Photo of the Day.

## 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