

# PRAGATI SINGH

USER EXPERIENCE DESIGNER

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## 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.

**Visual Designer** — Freelancer, India, FEB 2017 - JUN 2018

- Designed marketing collaterals, illustrations, and logos for various clients.
- Collaborated with Brainded India for a visual storytelling project to make critical and feminist theory more accessible.

**Research 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.

**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 web app for a US-based audit client.

## PROJECT

**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. Presented the research outcomes and design suggestions to the FOCUS Brand's stakeholders.

**UX Designer** — 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%.

## 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)- RNOC (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