

# PRAGATI SINGH

USER EXPERIENCE DESIGNER

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## Projects

### UX Design & Research — 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. Designed low and high fidelity prototypes and conducted evaluation.

### UX Design & Research — Handl App

AUG 2019  
- DEC 2019

Designed a solution for quicker swapping of contacts in networking events and meet-ups. Employed user research to understand pain points. Created storyboards, wireframes, low and hi-fidelity prototypes. The app reduced the time taken to complete the task by 50%.

### UX Design & Research — FOCUS Brand AI Chatbot

AUG 2018  
- DEC 2018

Designed a chatbot for Power BI used by FOCUS Brand's non-tech users with. 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.

## Professional Experience

### Research Assistant, Experience Design — DILAC Lab, Atlanta

JAN 2019  
- PRESENT

Designed web exhibit for the history of integration years in Coffee County, GA. Collaborated with a team of storytellers & archive experts. Created information architecture, wireframes and hi-fidelity prototype. Developed the functional prototype using HTML/CSS and Angular JS. The project was presented at the Dean Showcase at Georgia Tech.

Conducted usability study for Digital Resource Centre for the Chinese Dialect and Korean Cultural Archives. Created information architecture, wireframes, prototypes. Conducted UCD and data-vis workshops for faculty and undergrad researchers.

### Visual Designer — Freelancer, India

FEB 2017  
- JUL 2018

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

### Technology Consultant — PwC, India

APR 2015  
- JAN 2017

Designed for land records management system for a Swiss manufacturing client. Conducted user research, created low and hi-fidelity prototypes. The solution increased traceability, reduced legal risks and is currently being used by 40 plants across India.

Conducted focus groups with business users, strategy consultants and IT leads. to understand the procurement process, user-requirements, & product-fitment. The research-informed design of mailroom and scanning solutions which reduced legal risks and FTE costs.

### Programmer Analyst — Cognizant, India

NOV 2014  
- MAR 2015

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 and JavaScript.

## Education

### Georgia Tech MS Human-computer Interaction

AUG 2018 - MAY 2020

### Birla Institute of Technology B.E Electrical & Electronics

AUG 2010 - MAY 20

## Design Skills

Rapid Prototyping  
Sketching  
User personas  
Journey Maps  
Visual Design

Illustrations  
Information-Architecture  
Data-visualisation  
Wireframing  
Physical Prototyping

## Research Skills

Interviews  
Contextual inquiry  
Cognitive walkthrough  
Comparative analysis  
Observation

Literature Review  
Affinity Mapping  
Coding  
Cultural probe

## Tools

Adobe XD  
Photoshop  
Illustrator  
InVision  
Axure RP  
Figma

HTML/CSS  
JavaScript  
Angular JS  
Balsamiq  
Sketch  
D3.js

## Recognitions

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

Photography work published in Vogue Italia.

## 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