

Prateek Mehra

Experience Designer

WORK EXPERIENCE

- 06.2019 - 08.2019 **Delta Air Lines, The Hangar**
World's second largest airlines' Innovation Center
Innovation Intern - Experience Design
Designed the user experience for a baggage transfer service. Designed concepts for the future of human-machine interaction in below-wing operations.
- 07.2015 - 10.2016 **Myntra / Product Design & Development**
India's largest fashion e-commerce platform
Software Engineer
Prototyped a look generation fashion bot. Shipped a workflow management system; designed and developed the UI for seamless fabric acquisition. Improved reliability for high throughput services in story distribution platform (scaled to 10x throughput).
- 12.2014 - 04.2015 **Software Engineer Intern**
Prototyped a gesture-based AR application simulating a trial room experience with real-time cloth simulation.

UX PROJECTS

- 01.2019 - 03.2019 **Cascade Bicycle Club Redesign / Visual Design**
Redesigned the club's website and created a brand guide which could help them communicate their message more effectively and bring more members & volunteers onboard.
- 01.2019 - 03.2019 **Expedia / UX Research**
Conducted 7 usability tests to improve Expedia's Lodging Shopping experience. Compiled a usability report tracing issues, bugs and enhancements with recommendations to improve the experience.
- 10.2018 - 12.2018 **Clothing the Recycling Gap / UX Research & Design**
Prototyped a mobile app to help households in King County recycle their clothes. Shared findings with King County and City of Seattle officials.
- 10.2018 - 12.2018 **Virtual Auto Expo / Data Visualization & UX Design**
Designed and developed a dashboard to help automobile buyers and businesses compare vehicles on performance and industry standards using D3.js.

RECOGNITIONS

- 01.2019 **Winner** Boeing Innovation Challenge
01.2019 **Finalist** Facebook's Design in the Wild

INFO

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EDUCATION

University of Washington
MS in Human Centered Design and Engineering
09.2018 - 05.2020
GPA: 3.96

IIIT-Delhi
BTech in Computer Science and Engineering
07.2011 - 05.2015
GPA: 8.97/10

SKILLS

UX Methods

Interaction Design
Motion Design
Wireframing
Video Prototyping
Rapid Prototyping
Visual Communication
VUI/Conversation Design
Storyboarding
User Journeys
User Personas
Survey Design
Contextual Inquiry
Usability Testing

Tools

Sketch
Adobe Creative Suite
InVision + Studio
Principle
Marvel
Final Cut Pro

Development

HTML/CSS3
JavaScript
Python
Java