

Pragati Singh		<a href="#">Portfolio</a> · <a href="#">Linkedin</a> · <a href="mailto:pragati.mesra@gmail.com">✉pragati.mesra@gmail.com</a>		
Experience	Oct 2020 - Present	Amount Inc, Sr Product Designer,	2024	<b>Logging &amp; Troubleshooting Email Communications</b> Designed and shipped email logs for the lending team helping them troubleshoot customer communication. Interviewed customer success team, QA team, reviewed issue tickets raised by partners to inform the design. Design eliminated 100% of delays resulting from troubleshooting and lack of discoverability and replaced it with call to actions.
			2024	<b>Configuring Membership Questions</b> Redesigned UX of configuring membership questions for credit unions. Overhauled usability from 8/9 people failing to complete the task to 9/9 successfully completing the task. Fixed all 8 severe usability issues and with a new score of Grade A for 6 heuristics while B for the rest 4 heuristics.
			2024	<b>Credit Policy Builder [ WIP]</b> Redesigned and shipped advance rule builder for lenders with high risk tolerance in need of writing complex expressions with data sources and variables of their choice. KPIs yet to be measured on MVP launch.
			2023-24	<b>Test Cases &amp; Third Party Mock Reports</b> Designed and shipped test personas generated from third party API responses for non-technical users, eliminating the learning curve associated with working with unstructured data. Conducted intensive studies with engineering and QA teams to understand limitations, constraints, processes. Achieved a SUS score of ~ 90 plus.
			2023	<b>Decision Log</b> Designed and shipped policy execution log for ops users to easily troubleshoot any application, quickly locate and make sense of input data, rule executed and resulting decision.
			2023	<b>Launched Design System Initiative for Enterprise Apps</b> With just a month's notice, led an aggressive initiative to establish a design system tailored for both white-label customer-facing and high-density enterprise experiences, by leveraging tokenization. Together with UX engineers, spearheaded knowledge-sharing sessions on contribution, updates, and system usage. Created comprehensive documentation on anatomy, usage, componentization, props, visual guidelines, and best practices.
			2022	<b>Unsecured Instalment Loan Application Experience</b> Shipped white label loan journey, optimising application flow, KYC, and ID verification. Achieved a 33% drop-off reduction, driving higher completed applications and approved loans.
			2021	<b>Manual Income Verification for BPO Agents</b> Shipped income verification solution for bank agents that reduced data entry and review time by over 75%, and reduced BPO cost and number of declined applications.
			2021	<b>Conversation design for Dispute Resolution</b> Designed conversation experience between merchant, bank and BPO agent to examine disputes. The solution reduced the dispute resolution time by 66%.
		Stride NYC, Product Designer, NYC	2020	<b>Reservation Portal for Belong Gaming Arenas</b> Shipped booking experience and one-click session extension for uninterrupted gaming sessions. Worked closely with Vindex's CTO, Belong US Investor team, Product Managers, engineers and Belong UK marketing team to align business needs with user needs.

	Georgia Tech, Researcher, Atlanta	2019	<b>Digital Archive of Integration Years</b> Designed a web archive of integration years in Douglas, Georgia that helped preserve and make the county's history accessible. Design was informed by deep collaboration and critique sessions with historians & librarians.
	PwC UX Designer, Bombay	2015-17	<b>Records Management System</b> Designed Records Management System for a Swiss firm, slashing record retrieval times from 2-4 weeks to 3-4 mins. Led focus groups and workshops with IT leaders, process consultants, and subject matter experts of 40 plants to inform the solution.
<b>Design Approaches</b>	Anthropomorphic & Cognitive Theory Metacognition Human-centred design Empirical HCI Systems Thinking Enterprise Thinking		
<b>Skills</b>	Rapid Prototyping Experience & Interaction Design Info-viz Product Illustration Cognitive-walkthroughs Contextual-inquiry Guerrilla Testing Unmoderated & Moderated testing		
<b>Education</b>	M.S in Human-centred Design, Georgia Tech B.E in Electrical & Electronics, Birla Institute of Technology		