



# Pragnya Ramjee

Roll Number: 180205023

Bachelor of Design

IIT Guwahati

[pragnya.ramjee@gmail.com](mailto:pragnya.ramjee@gmail.com)

[pragnya@iitg.ac.in](mailto:pragnya@iitg.ac.in)

[www.pragnya.work](http://www.pragnya.work)

[linkedin.com/in/pragnyaramjee/](https://www.linkedin.com/in/pragnyaramjee/)

## Education

Degree/Certificate	Institute/Board	CGPA/Percentage	Year
B.Des	Indian Institute of Technology, Guwahati	9.63 (Current) <b>Branch Topper</b>	2018 - present
Senior Secondary	Cambridge International A-levels	97.3% <b>India Topper</b>	2017
Secondary	Edexcel International GCSEs	92.3% <b>School Topper</b>	2014

## Experience

- Interaction Design Intern, D.E. Shaw India Private Limited** *May - Jun 2021*
  - Designed handheld device version of in-house desktop-based data visualisation & analysis tool.
  - Conducted comparative analysis of BI & data vis tools; 14 stakeholder interviews; affinity mapping & needs analysis; personas & use-cases; brainstorming (6 Thinking Hats.)
  - Produced 7 iterations of high-fidelity mock-ups & developer specs for handoff.
  - 9 stakeholder feedback interviews; successful cross-functional alignment & approval by UX leadership.
- Interaction Designer, UX Writer, Edunaut** *Jul 2020 - Apr 2021*
  - Drafted content policy, community guidelines, internal framework to resolve reported content of nascent-stage startup, team of 10 (online course aggregator built from scratch.)
  - Created UX of reviews & posts, profile page, revamped homepage.
  - Collaborated with Tech team to optimise & consolidate stylesheets.
- UX Designer, National Institute of Pharmaceutical Education and Research, Guwahati** *Oct 2020 - Apr 2021*
  - Redesigned website, team of 8. Iterative process as per client's evaluation.
  - Identified design drivers through heuristic evaluation & comparative analysis; personas & use cases, redesigned IA, wire-framing, created UI kit, high fidelity mock-ups of homepage.
- Graphic Designer, HOOL** *Oct 2019 - Mar 2020*
  - Redesigned physical board game & select app screens; created branding collaterals of [T20 version of card game Bridge, recommended by World Bridge Federation.](#)
  - Game played by 200+ students from India, USA, Indonesia, Czech Republic, Thailand.

## Achievements

- Institute Merit Scholarship, IIT Guwahati** *2019 - 2020 & 2020 - 2021*
- Keynote Speaker, TEDx IITGuwahati** *Feb 2019*  
Won essay writing competition open to 7,000+ IITG students.
- Outstanding (AS) Grade in 6 Design Courses** *2018 - 2021*
- UCEED 2018 (Undergraduate Common Entrance Exam for Design)** *Jan 2018*  
Secured All India Rank 25 among 11,500+ students.

## Key Courses Taken

Interaction Design, Usability Engineering, User Research Methods, Tangible Interfaces, Cognitive Psychology, Design Evaluation Methods, Design Management, Design Research & Technical Writing, Design Analysis, Systems Approach to Design, Cognitive Ergonomics, Visual Communication Theory, Typography & Grid Systems.

## Projects

- **Enhancing Text-Based Computer Mediated Communication in High Context Societies** Sep 2021 - Ongoing  
*Project Guide: Asst. Prof. Debayan Dhar; Priyal Shrivastava; Dept. of Design, IIT Guwahati*  
Conducting state-of-the-art literature review re. lack of media richness in text messaging & implications w.r.t. miscommunication. Investigating haptics to indicate perceived urgency of notifications.
- **Smartphones & Senior Citizens in Urban Middle-Class India** Aug 2021 - Ongoing  
*Project Guide: Asst. Prof. Sharmistha Banerjee, Dept. of Design, IIT Guwahati*  
*Ongoing Bachelor Thesis Project*
  - Lit review (46 papers) & 11 semi-structured scoping interviews to ID specific/unique use-cases & challenges.
  - Derived insights & qualitative personas: mind & affinity mapping; redefined brief; brainstormed.
  - Formulating concept solutions & frameworks for future work.
- **[Propet: Temporary Pet-Care](#)** Jan - Apr 2021  
*Project Guides: Assoc. Prof. Keyur Sorathia, Dept. of Design, IIT Guwahati*  
*Asst. Prof. Shakuntala Acharya, Dept. of Design, IIT Guwahati*
  - Created visual system & high-fidelity interactive prototype of app; urban Indian residential context.
  - Generated qualitative personas, user journeys, & requirements through secondary research & 12 semi-structured stakeholder interviews.
  - Iterated rapid concepts & 2 interactive prototypes through 4 qualitative think-aloud usability evaluations.
- **Other Projects**
  - **[Yello'Pages: App-based Community Noticeboard](#)** - Led team of 4. Human-Centred Design Course, IDEO.org. 16 interviews, iterated high-fidelity interactive prototype through user testing. Jun - Aug 2020
  - **Naturalistic User Observation: 'Yuva Arohan Entrepreneurship Mindset' Classes** - Jul 2020  
*Project Guide: Dr. Keyur Sorathia, Associate Professor, Dept of Design, IIT Guwahati.*  
Documented interactions among first-time rural users during online classes on free video-comm platforms.
  - **[DisCOVID: Johns Hopkins CBID Hackathon](#)** - Team of 5. Designed add-on to help WhatsApping masses distinguish between real & fake news during COVID-19 pandemic. Mar 2020 [Github](#)
  - **[IITG Academic Affairs Management System Portal: Redesign of Student Interface](#)** Jan - May 2020  
*Project Guide: Dr. Keyur Sorathia, Associate Professor, Dept of Design, IIT Guwahati.*

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## Technical Skills

\* Elementary Proficiency

- **Design Skills:** User Research, Literature Review, Affinity Mapping, Requirement Generation, Brainstorming, Information Architecture, Wireframing and Prototyping, UX Writing.
- **UX Design Tools:** Adobe: XD, Illustrator, Photoshop, InDesign, PremierePro\*, Figma, Blender\*, LaTeX\*.

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## Extracurriculars

- **[Auroville](#):** Volunteered at beadwork collective, pizzeria, & multiple other units.
- **Athletics:** Silver medalist, 400m sprint, Spardha 2019, annual sports festival, IIT Guwahati.
- **Hobbies:** Mountaineering, cryptic crosswords, blogging at [confusedclimber.wordpress.com](https://confusedclimber.wordpress.com)