PRAGATI NEGI

New Jersey, USA · +1-551-271-6548 · pragatinegi1@gmail.com · pragatinegi.com · linkedin.com/in/pragati-negi-71a695114

SUMMARY

UX and product designer and Rutgers MBS UX Design student with 5+ years as a licensed architect. Helped build and ship ATLUXE, an AI-powered luxury interiors digital platform live since 2023. Uses AI from research to high-fidelity prototypes in Figma and Claude Code, then tests with real users. Seeking a Summer 2027 UX or Product Design internship.

EDUCATION

Master of Business and Science (MBS), UX Design, Rutgers University *New Brunswick, NJ · May 2028*

Completed Coursework: Introduction to UX Design, Basics of AI, Market Assessment

In Progress: Visual Design for UX, Contextual Inquiry, Frontend Programming and Development, Principles of Communication and Leadership

Bachelor of Architecture, Maharshi Dayanand University *Haryana, India · 2014 to 2019*

- **Thesis:** Housing for the Elderly and Orphans, on how shared spaces improve well-being.
- **Dissertation:** Climate-Sympathetic Design, using environmental data to improve living conditions.

PROJECTS

- **ATLUXE | AI Luxury Interiors Digital Platform, live since 2023:** Built a user persona from market research and designed the user flow, from picking a design style to getting a price quote. Wireframed every screen for the developers to build. Google Analytics showed 70% of users left before checkout, so the 10-screen flow became one page. Clients praised the website experience, and it drove 6 to 7 projects worth $0.35M to $0.6M each. Led 2 interns and created 6,000 Midjourney renders.
- **Knight Assist | Rutgers UX Team Project, Fall 2026:** Designed a trusted AI study assistant in a 7-day sprint with a team of 4. Interviewed 19 students, prototyped in Figma, and tested with 5 users, fixing 12 issues.
- **Fernway | Premium Sustainable Travel App, in progress:** Used a traveler survey and Blue Ocean Strategy to position a premium green travel app. Tested the Figma prototype with 40 AI personas in Claude, from solo travelers to couples and friend groups, and found 5 lessons. 15 of 18 couple personas asked to plan with a partner, which led to a planned shared trip board. Real user testing is next.
- **Delhi World Public School | Project Lead, 2023 to 2024:** Led the $1.7M, 103,210 sq ft school from research to delivery. Interviewed teachers and the director and designed around how children learn, leading to 60% more admissions.

PROFESSIONAL EXPERIENCE

NSN Studio Divine | Senior Architect and ATLUXE Product Lead *Gurugram, India · Oct 2019 to 2025*

- **Design Leadership:** Promoted from Associate. Led 3 of 8+ projects end to end, including a $1.7M school and $1.4M interiors, coordinating 10+ stakeholder groups.
- **Product & UX:** Shipped ATLUXE from wireframes to launch with engineers, fixed what confused clients, and added a call step.

Navaayu Design and RSMS Architects | Architectural Intern *New Delhi, India · 2019*

- **Design Support:** Created branding, packaging and presentation decks, and drafted residential projects for DLF and Vatika.

SKILLS

Hard Skills: Product Design, Interaction Design, User Research, Contextual Inquiry, Usability Testing, Heuristic Evaluation, Personas, Journey Mapping, Wireframing, Prototyping, Visual Design, Design Systems, Accessibility, A/B Testing, Branding, Data Analytics

AI Skills: AI-assisted Research and Synthesis, Synthetic Persona Testing, Prompt Design, AI Image Generation, Vibe Coding

Soft Skills: Storytelling, Stakeholder Management, Cross-functional Collaboration, Team Leadership, Presentations, Problem Solving

Design Tools: Figma, Adobe Photoshop, Illustrator, InDesign, Acrobat Pro, Canva, Google Analytics, AutoCAD, SketchUp, Lumion

AI Tools: Claude Code, ChatGPT, Figma AI, Midjourney, Canva AI

LICENSES AND CERTIFICATIONS

Licensed Architect, Council of Architecture, India (CA/2019/113305) *2019*

Digital Marketing: Foundations, Funnels, and AI-Enhanced Campaign Strategy by Adobe, LinkedIn Learning *Nov 2026*

Learning Design Thinking, LinkedIn Learning *Nov 2026*