

# MANASVI KALLEPALLI

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## EDUCATION

**University of Minnesota, Minneapolis, Minnesota**

**Anticipated May 2024**

**Major:** Bachelor of Science in Psychology | **Minors:** Sociology and User Experience

## EXPERIENCE

**Backpack Communications • Strategist**

**Minneapolis, MN | Jan 2023 – Present**

- Led a successful Instagram campaign challenging stereotypes among Gen Z students, leveraging research insights; drove a 60% increase in engagement and significantly improved perception among target audience.
- Orchestrated user-centric initiatives, conceptualized events, and executed media strategies to deepen understanding of AmeriCorps among Minnesota college students for the ServeMinnesota client.

**University of Minnesota • Research Assistant**

**Minneapolis, MN | Sep 2023 – Present**

- Guided and facilitated a diverse cohort of 25+ college students through a study of cognitive tasks and well-being metrics, optimizing usability and accessibility for participants.
- Actively worked on refining 100+ survey questions and study protocols, aligning with user feedback practices to enhance the overall participant experience.

**Eye Level Learning Center • Teacher**

**Naperville, IL | Aug 2021 – Aug 2023**

- Run small group classes of up to 4 students ranging from ages 5 to 12; Implement curriculum in a way that is consistent with the unique needs of each child and encourage students with incentives and certificates.

## LEADERSHIP

**Psychology Club / Psi Chi • President**

**Minneapolis, MN | May 2023 – Present**

- Effectively delegate tasks by assigning responsibilities, ensuring all 6 team members are actively engaged, communicative, and contributing to the club's objectives. Orchestrated successful events with 60+ attendees, focusing on planning, coordination, and promotion.

**Disha –Student Organization • VP of Internal Affairs**

**Minneapolis, MN | May 2023 – Present**

- Plan and manage bonding events for the board and resolve internal issues as they arise; Conducts routine check-in meetings and ensures timely completion of delegated tasks by board members.

## PROJECTS

**Saint Paul HREEO Website Usability Test**

**Minneapolis, MN | Sep 2023 - Dec 2023**

- Applied user-centered design theory to identify and address usability challenges, employing methodologies such as audience and task analysis, user stories, heuristic evaluation, and usability testing to align with project objectives and presented findings to client.

**BioDesign Challenge 2023**

**New York City, NY | Feb 2023 – May 2023**

- Led a student team of 5 to create a biotechnological solution, focusing on waste repurposing. Utilized UX design methodologies like the Lotus Method, Disney Creative Method, and SCAMPER boards.
- Conducted extensive research, professional interviews, focus groups, prototyping, and lab testing. Our project "Leftovers" emerged as a sustainable alternative to plastic wraps, emphasizing user-centered design and reducing environmental impact.

**Walter Maginnis High School Website Refresh**

**Minneapolis, MN | May 2023**

- Conducted stakeholder analysis and researched high school websites from various states to develop a comprehensive list of recommendations, resulting in an accessible online platform that effectively communicated relevant information, engaged stakeholders, and reflected the school's unique identity.