

# MANASVI KALLEPALLI

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## EDUCATION

**University of Minnesota, Minneapolis, Minnesota**

**Anticipated May 2025**

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

## EXPERIENCE

**Backpack Communications • Director of Strategy**

**Minneapolis, MN | Jan 2024 – Present**

- Lead and support a team of 8 marketing strategists through weekly check ins and client work while maintaining 2 clients.
- Effectively communicate verbal and written information to strategists from leadership committee and advisors.
- Conducted website and social media audits through SWOT analysis and assessments of client business concepts. Monitored media mentions and social engagement, providing insights for maintaining brand consistency.

**Backpack Communications • Strategist**

**Minneapolis, MN | Sep 2022 – Dec 2023**

- Led a successful social media campaign using quantitative research methods that drove a 60% increase in engagement and significantly improved perception among target audience.
- Orchestrated user-centric initiatives, conceptualized events, and executed high-quality content to deepen understanding of client among target audience.

**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 while demonstrating professionalism and ethics.
- Actively worked on research and analysis of 100+ survey questions and study protocols on Excel, 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.

## LEADERSHIP

**Psychology Club / Psi Chi • President**

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

- Effectively delegate tasks to 6 team members to ensure they are actively engaged and meeting deadlines.
- Orchestrated successful events with 60+ attendees, focusing on planning, coordination, and communication strategies.

**Psychology Club / Psi Chi • Communications Director**

**Minneapolis, MN | May 2022 – May 2023**

- Collect attendance for every event and attend local campus events to advocate for Psi Chi and recruit new members.
- Created infographics in Adobe Photoshop and edited video materials for social media and newsletter campaigns.

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

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

- Plan and manage bonding events for the board and resolve internal issues as they arise.
- Conduct 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.
- Employed methodologies such as user research, journey maps, heuristic evaluation, and usability testing to align with project objectives and presented findings through PPT.

**BioDesign Challenge 2023**

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

- Collaborated with a dynamic team of 5 to create a biotechnological solution utilizing UX design methodologies to conduct extensive research, professional interviews, focus groups, prototypes, and lab testing.

**Walter Maginnis High School Website Refresh**

**Minneapolis, MN | May 2023**

- Conducted stakeholder analysis and research 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.