

MANASVI KALLEPALLI

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EDUCATION

University of Minnesota - Twin Cities

September 2021 - May 2024

Bachelor's, Psychology

- Minors: Sociology and User Experience

PROFESSIONAL EXPERIENCE

City of Saint Paul

St. Paul, MN, USA

User Experience Researcher

August 2024 - Present

- Led participant recruitment and usability testing to enhance website accessibility and service delivery, based on content strategy enhanced prototypes.
- Collaborated with cross-functional teams to audit web components, addressing accessibility issues such as missing text alternatives and iframes, and optimizing reusable design elements.
- Analyzed and resolved 188+ accessibility issues, ensuring user experiences align with inclusive design practices.

Backpack Communications

Minneapolis, MN, USA

Director of Strategy

January 2024 - May 2024

- Led and supported a team of 8 strategists, ensuring effective communication skills through weekly check-ins
- Conducted website and social media audits, providing insights for strategic positioning and user experience enhancements

Backpack Communications

Minneapolis, MN, USA

Strategist

September 2022 - December 2023

- Orchestrated user-centric initiatives, conceptualized events, and executed media strategies to deepen understanding of client among target audience.
- Led successful competitive research and strategic analysis to drive a successful Instagram campaign challenging stereotypes, leading to a 6% increase in engagement and improved perception among the target audience.

University of Minnesota - Twin Cities

Minneapolis, MN, USA

Research Assistant

September 2023 - May 2024

- 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.
- Refined 100+ survey questions and study protocols, aligning with user feedback to enhance participant experience.

PROJECTS & OUTSIDE EXPERIENCE

Psychology Club

Minneapolis, MN, USA

President

May 2023 - May 2024

- 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

City of Saint Paul Website Usability Test

Minneapolis, MN, USA

Team Member

September 2023 - December 2023

- Utilized user-centered design methodologies to identify accessibility gaps, conducting usability testing and heuristic evaluations that aligned with project accessibility goals.

BioDesign Challenge 2023

New York, NY, USA

Team Member

February 2023 - June 2023

- Led a team to create "Leftovers," a sustainable biotechnological solution, designing accessible prototypes and conducting user interviews to ensure inclusivity in product development.

Walter Maginnis High School Website Refresh

Minneapolis, MN, USA

Team Member

May 2023 - May 2023

- Conducted stakeholder analysis and research to develop recommendations for the Walter Maginnis High School Website Refresh using Figma, resulting in an accessible online platform that effectively engaged stakeholders and reflected the school's unique identity.

SKILLS

Skills: HTML/CSS, R, Excel/Numbers/Sheets, Python, UI/UX Design, WCAG 2.2 AA, Figma, Adobe XD