




Meet Palan

Designer / Traveler/ Footballer

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EXPERIENCE

[UX Design Intern / Altice USA](#)

Apr 2019 - Sep 2019 / New York, NY

Conducted user research/testing to prototype a web app that's used to target 45 million+ households across the U.S. for brand and political advertisement campaigns

[Designer / Drexel University](#)

Dec 2017 - Jun 2020 / Philadelphia, PA

Assisted in the conceptualization and orchestration of marketing campaigns that effectively reinforce and build school's brand images and graphics

[Design Intern / Boost Linguistics](#)

Sep 2017 - Dec 2017 / Philadelphia, PA

Designed interactions to convey concepts and messaging for an AI software that creates emotion-based content for users

[Graphic Design Intern / Nestor Marketing](#)

Jun 2017 - Aug 2017 / Mumbai, MAH

Designed deliverables that elevated, differentiated and functioned on-brand and on-strategy

EXTRA CURRICULARS

[Vice President / Drexel - ACM SIGCHI](#)

Sep 2019 - Jun 2020 / Philadelphia, PA

[Creative Co-head / TEDxDrexelU](#)

Sep 2018 - Jun 2020 / Philadelphia, PA

[Student Athlete / Drexel Soccer Club](#)

Mar 2017 - Jun 2020 / Philadelphia, PA

EDUCATION

[BS, Interactive Digital Media](#)

Minor in Human Computer Interaction

Graduated in June 2020

Drexel University, Philadelphia, PA

TOOLS

Designing

Sketch

Photoshop

Figma

Adobe XD

Coding

HTML / CSS

Javascript

React

Prototyping

Principle

InVision

Framer X

Flinto

SKILLS

Formative Research

User Interviews

Survey / Observation

Competitive Analysis

Generative Research

Affinity Diagramming

User Personas

Journey Mapping

Sketching

Prototyping

Summative Research

Usability Testing

Heuristic Evaluation

Cognitive Walkthrough

AWARDS

[American Graphic Design Award](#)

Best Student Web Design / Resonate Music App

[Muse Creative Award](#)

Best Student App Design / Resonate Music App

[Drexel University Dean's List](#)

Achieved 3.6 GPA for 6 terms