

Aarushi Venkatakrishnan

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EDUCATION

Duke University, Durham NC

AUG 2019 - MAY 2023

B.S. in Biology/Computer Science, Minor in Visual Media Studies

GPA: 3.98

- *Relevant courses: Experimental Interface Design, UX/UI Bootcamp*
- *Honors: Dean's List Fall 2019, Huang Fellowship: Chosen as part of the 2023 Cohort of Scholars to delve into the intersection between science and society*

EXPERIENCE

Duke Center for Global Reproductive Health

OCT 2019 - PRESENT

Communications Team Lead

- Spearheaded a redesign of the website using WordPress that increased user engagement by 29%
- Grew center audience by 20% and produced 4 newsletters using MailChimp that were sent to over 170+ center affiliates
- Customize figures for grants and papers to increase transparency of lab workflow

Student Advisory Board, Chair

- Recruited over 30 members from undergraduate and graduate student populations and formulated board structure
- Conceived board communications strategy through 4 committees that established the Center's presence on Duke's Campus

Duke Medical Center | PI: Dr. William Parker

NOV 2019 - DEC 2020

Immune Dysfunction and Evolutionary Mismatch Lab, Research Assistant

- Devised a strategy to conduct user research on social media posts and analyzed over 1000 posts to identify trends in treatment
- Composed an independent experimental design that culminated in an innovative biological procedure
- Conducted literature reviews, presented research, and published 2 manuscripts

NFLViz.com

DEC 2020

Freelance UX/UI Designer

- Used Figma to create user-flow diagrams, wireframes, and prototypes, ultimately leading to the final design that is currently being launched
- Engaged in whiteboard sessions to assess possible brand identities
- Collaborated closely with the developer to assess what their needs and criteria were for the envisioned design

SKILLS/INTERESTS

Tools: Figma, Adobe XD, Illustrator, Photoshop, WordPress, Mailchimp

Development: Python, HTML/CSS

Design: User Research, Affinity mapping, Content analysis, Wireframing, Prototyping

Interests: Illustration, Indian classical dance