



## Amru Pal

A **product designer** with a penchant for **data driven** design, aspiring to **push the boundaries** of familiarity.

[amruthapal.com](http://amruthapal.com)

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## Education

### Carnegie Mellon University

Economics

Human Computer Interaction

University Honors, Dean's List

*Graduated May 2020*

## Highlighted Coursework

User Research Methods, Persuasive Design, Human Factors, Interaction Design Studios I & II, Programming Usable Interfaces, Funding Ventures

## Skills

### Tech

Python  
CSS/HTML  
Javascript  
Jira  
R-Studio

### Research

A/B testing  
Usability  
Interviews  
Think Alouds  
Storyboards

### Tools

Figma  
Sketch  
Framer  
Invision  
Adobe CC

### Design

Prototyping  
User Interface  
CUI Design  
Service Design  
Video Editing

## Leadership

### Captain Fusion Dance Team

*Choreographed for and lead a team of 20+ members to national competitions*

### Outreach TriDelta Fraternity

*Helped build community presence through social events of 100+ people*

## Experience

### Kleiner Perkins Design Fellow

Feb 2020 - Present | Silicon Valley

Selected as 1 of 10 design fellows out of a pool of 3000+ applicants.

### Ripcord Product Design Intern

June 2020 - Present | Hayward, CA

Working on designing data management systems for enterprise use and building out brand identity.

### Expedia UX Design Intern

Summer 2019 | Bellevue, WA

Designed and shipped web and mobile solutions for Expedia's virtual assistant chatbot. Tackled 3 projects simultaneously and successfully implemented features working alongside agile team.

[See how I identified high conversion flows that reduced customer drop off by 90%](#)

### My Sameway Product Design Intern

Summer 2018 | Bellevue, WA

Spearheaded user research and design processes to develop, prototype, test, and ship 5+ new platform features for mobile application. Oversaw successful launch of beta application on to iOS platform.

[See how I increased customer success rates by 50%](#)

### CoEx Lab, HCI Institute Research Assistant

Summer 2017 | Pittsburgh, PA

Designed an iterative process to manage an independent study for over 200 individual cases, providing PNC bank with comprehensive data for their current investment systems.