Natasha Valluri

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EDUCATION

M.S. in Human-Computer Interaction
Georgia Institute of Technology, Atlanta, GA (2027).
Track: Interactive Computing

B.S. in Computational Media
Georgia Institute of Technology, Atlanta, GA (2025).
Relevant Coursework: User Interface Design, Media Device Architecture, Data Structures and Algorithms, Principles of Interaction Design, Objects and Design, Educational Technology, Interactive Narrative, Principles of Information Design, Principles of Visual Design, User Interface Software

Global Citizen Year Academy: Leadership as a Practice, Minerva University (2021).

PUBLICATIONS

Peer-Reviewed Conference Proceedings

1. **Natasha Valluri** (2024). "Tell Me If You Like It: Dissecting design collaboration between students and clients for technical projects". Proceedings of the ACM International Conference on Design of Communication. ACM SIGDOC. https://doi.org/10.1145/3641237.3691694
   - Awarded 2nd place in SIGDOC Student Research Competition (SRC), Sponsored by ACM and Red Hat

Peer-Reviewed Publications in Progress

1. **Natasha Valluri**, and Allegra W. Smith. (Proposal submitted for proceedings for 2025 ACM-SIGDOC Conference). "Tracing Design Thinking Frameworks in Content Strategy Classes and Student Social Impact Organizations."

2. **Natasha Valluri**, and Allegra W. Smith. (Qualitative and quantitative data collection completed and analysis in progress for anticipated Summer 2025 article submission to

Technical Communication Quarterly). "Content and UX Design Collaboration Between Undergraduate Students and Nonprofits in Classroom and Extracurricular Partnerships."

PRESENTATIONS

Conference Presentations

1. **Natasha Valluri**, and Allegra W. Smith. (2025, October). "Tracing Design Thinking Frameworks in Content Strategy Classes and Student Social Impact Organizations". Presentation proposed for Association of Computing Machinery Special Interest Group on Design of Communication (ACM-SIGDOC) Conference, Lubbock, TX.

Speaking Engagements

1. **Natasha Valluri**, "How to Fix Problems" (2024) at Ateneo de Manila University's Hackfest 2024 on empathy-driven User Research and Product Design, 120+ attendees

2. **Natasha Valluri**, "Gen Z Leadership" (2023) panel for Y4LS - Youth for Leadership Summit, John Clements Consulting, Philippines, on leadership and collaboration in the industry and non-profit space, 2,500+ attendees.

3. **Natasha Valluri**, Second Year Student Speaker at Georgia Tech's New Student Convocation, 4,000+ attendees.

FELLOWSHIPS, HONORS AND AWARDS

1. Culture Impact for Creative Technology Scholarship and Fellowship Program (2024), Selected as one of ten undergraduate students to receive the award funded by Maxwell-Hanrahan Foundation excelling in the field of creative computing, *funded* $2,500.

2. Hubspot Developer Mentorship Program (2024), Selected as 1 of 17 mentees globally to work with industry developers and designers to create community-centered projects.

3. Campus Life Scholarship at Georgia Institute of Technology (2023), Awarded to 5 campus leaders for positive community impact through leadership, service and scholarship, *funded* $3,000.

4. Ivan Allen Jr. Legacy Award (2023), Presented to 1 out of 1,040 undergraduate students who champion research, teaching and service through social courage, action and justice, *funded* $1,000.

TEACHING EXPERIENCE

1. **Undergraduate Teaching Assistant** for CS 4660: Educational Technology (2024)
   College of Computing, Georgia Institute of Technology
   Responsible for grading homework assignments and capstone lectures, leading lectures, and office hours to support creation of teaching materials
   Course topics: Theories of learning, design of learning technologies, user-centered design, product research and development.

PROFESSIONAL EXPERIENCE

1. **Developer**, Bits of Good for Internal Design System (2024 - Now)
   Building a framework to standardize design system setup for over 30 web applications for non-profit organizations to streamline workflow for 60+ developers and increase design and brand consistency, and shorten development timelines.

2. **Product Manager**, Bits of Good for Jennifer Ann's Group (2024)
   Led team of eight developers and designers to deploy Content Management System and game repository for award-winning non-profit organization focused on teen dating violence prevention, orchestrating staged rollouts across 5 Georgia schools

3. **Resident Assistant**, Georgia Tech Housing Department (2022 - Now)
   Developed programming for 60+ first-year students at Georgia Tech to foster community and handled on-call emergency responses for Georgia Tech's Department of Housing
   - Awarded Resident Assistant of the Year, 2023 - 2024

4. **Software Engineering Intern**, NCR Corporation (2022)

Built and dockerized an automated ticket creation system to improve development efficiency for 3,000+ developers and established CI/CD pipelines for REST API to accelerate the ticket development timeline from 7 days to 1 day

5. **Digital Strategy and Web Migration Assistant** at Georgia Tech Alumni Association (2024 - Now)
   Built content migration and website redesign strategies to optimize user experience for 170,000+ users using HTML/CSS and Photoshop

6. **Brand Designer**, Bits of Good (2022 - 2023)
   Established cohesive brand identity system and created engaging marketing assets that strengthened organization recognition across campus

7. **Marketing and Copywriting Assistant** at Georgia Tech Alumni Association (2021 - 2024)
   Developed strategic briefs for 25+ homecoming events through competitor analysis, user research, and focus groups and spearheaded insight-led copywriting for targeted email campaigns, resulting in a 12% increase in email open rates

8. **Content Design Intern**, Kulfi Beauty (2020)
   Led content strategy and creation by crafting compelling social media posts and persona stories, leading to a growth in engagement by 20,000+ followers across platforms

LEADERSHIP EXPERIENCE

1. **Associate Executive Director**, Bits of Good (2023 - 2024)
   Managed design, development, and deployment of 20 software solutions for clients of a 120-member nonprofit organization and established personal computing hackathon and secured corporate sponsorships, expanding budget by 400%

2. **Executive Director**, WiTech (2022 - Now)
   Headed strategic operations of 25+ chapters by managing a team of 400+ volunteers to promote tech education and represented organization through panels, workshops, and keynotes at 4+ global events, addressing 2,000+ attendees

3. **Director of Strategy, Operations and Community,** Bits of Good (2022 - 2023)
   Implemented new framework of internal team structure, increased funding by $5,000

through grant applications and hosted over 25+ community events for the organization

4. **Design Chair**, Pride Alliance (2022 - 2023)
   Revitalized visual presence of Georgia Tech's largest undergraduate LGBTQ+ organization, by creating all physical and digital artifacts (including tote bags, posters, stickers, buttons, website and social media content) and growing digital engagement by 47%

5. **Chapter Coordinator**, WiTech (2020 - 2022)
   Spearheaded expansion to 7 new international chapters, developing leadership frameworks and organizing virtual events that led to 40% membership growth

6. **Director of Writing**, Girl Genius (2020)
   Directed and edited magazine editions by managing a team of 8 writers to produce content celebrating women's achievements in STEM, resulting in reaching 5,000+ readers

SKILLS

Languages: Java, Python, C, Go, HTML/CSS, JavaScript, TypeScript, React Native, Swift
Tools: Twine, Docker, Terraform, Google Cloud Platform, REST APIs, Kubernetes, Figma
Design: User Research, Affinity Mapping, Brand Design, Wireframing, Prototyping

RESEARCH INTERESTS

Human-computer interaction; Design research; User Experience (UX); Design of Communication; Speculative Design Fiction;