

# Mahi Patel

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## EDUCATION

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### University of North Carolina at Chapel Hill Kenan Flagler Business School

Expected Start: August 2026

*Master of Science in Management (MSM), Marketing Track* | Incoming Student

### University of North Carolina at Chapel Hill – Chapel Hill, NC

August 2022 – May 2026

*Bachelor of Science in Information Science and Minor in Media and Journalism* | GPA: 3.72

## Relevant Classes

**INLS 719: Usability Testing and Evaluation** — Conducted usability testing on the Centible application and led five user interviews to identify pain points and improve user flow

**MEJO 581: UX Design and Usability** — Applied UX design principles and research methods and redesigned the Jury-X website based on user interviews and market research

## EXPERIENCE

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### OWS OASIS IT Support Technician – Chapel Hill, NC

September 2024 – Present

*OASIS Tier One Support*

- Provide desk-side technical support to faculty and staff, resolving hardware and software issues to minimize downtime
- Install and configure operating systems and software, ensuring successful integration with the UNC campus domain
- Identify workflow inefficiencies and recommend process improvements to enhance IT support operations
- Collaborate with team members on projects and daily operations, contributing to timely issue resolution and service quality

### App Team Carolina – Chapel Hill, NC

February 2024 – Present

*UI/UX Designer – Luminary*

- Designed and prototyped user-friendly mobile interfaces in Figma, improving clarity of navigation and user flow for the Luminary app
- Create wireframes and interactive prototypes to translate product requirements into usable design solutions
- Conduct basic user experience research to identify usability issues and inform design decisions
- Collaborate closely with front-end and back-end developers, project managers, and designers to align design with technical constraints

### North Carolina Dept. of Transportation (NCDOT) – Raleigh, NC

May 2025 – August 2025

*Data Analysis Intern*

- Analyzed large transportation datasets to identify gaps, recommend new data categories, and improve reporting accuracy
- Built interactive Power BI dashboards that transformed raw data into clear, actionable visual insights
- Presented findings and gathered feedback during daily SCRUM meetings, ensuring alignment with cross-functional teams
- Managed tasks using a Kanban workflow to support timely delivery of dashboard updates and data quality improvements

### Launch Chapel Hill – Chapel Hill, NC

October 2024 – May 2025

*UI/UX Design Intern*

- Redesigned the Launch Chapel Hill website to improve usability, accessibility, and overall visual consistency
- Applied design thinking principles to enhance site navigation and user experience across key pages
- Maintained and updated website content to reflect new programs, events, and initiatives
- Ensured responsive design and visual cohesion by implementing updated UI components across the site

## TECHNICAL SKILLS & ADDITIONAL QUALIFICATIONS

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- **Software Programs:** Figma, Adobe Illustrator, Microsoft Excel, Microsoft Word, Canva
- **Web Development & Programming:** HTML, CSS, JavaScript, Python, SQL