

# Pallavi Chandanala

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## EDUCATION

<b>The University of North Carolina at Chapel Hill, Chapel Hill, NC</b> <i>Information Science (B.S.), with Cognitive Science Minor &amp; Data Science Minor</i> <ul style="list-style-type: none"><li><b>Cumulative GPA:</b> 3.96, Dean's List</li><li><b>Major Concentrations:</b> Human Computer Interaction (HCI), Web Design</li><li><b>Coursework:</b> Human Information Behavior, Practical Web Design and Development, Information Systems Analysis and Design, Statistical Principles of Psychological Research, Cognitive Psychology, Foundations of Statistics and Data Science</li></ul>	<b>2021 – 2025 [expected]</b>
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## EXPERIENCE

<b>UI/UX Product Designer   App Team Client-Facing Production, Chapel Hill, NC</b> <ul style="list-style-type: none"><li>Ground up product design to develop mobile app for client PORCH</li><li>Created 18 weekly UI/UX projects on Figma and engaged in design critiques</li><li>Received 95% positive user feedback on completed work</li></ul>	<b>2023 – Present</b>
<b>Interface Designer   EcoTech, Chapel Hill, NC</b> <ul style="list-style-type: none"><li>Design screen interface for EcoBin, a startup using in machine learning to sort between recycling and trash</li><li>Animate and code prototype to implement it in the bin's main programming</li></ul>	<b>2023 – Present</b>
<b>UI/UX Design Intern   GBCS Corp, Remote</b> <ul style="list-style-type: none"><li>Redesigned GBCS Corp's website, contributing to a 30% increase in user engagement</li><li>Conducted 12 design critiques, leading to a 40% enhancement in design cohesion</li><li>Prototyped mobile and desktop versions, resulting in an improvement in user flow paths</li></ul>	<b>Summer 2023</b>
<b>Student Designer   UNC ITS Communications, Chapel Hill, NC</b> <ul style="list-style-type: none"><li>Modernize dated websites, revamp user flows and navigation menus, reduce repetitive information to optimize user traffic</li><li>Create Figma and Adobe XD wireframes and conceptualize new website designs</li><li>Design marketing campaigns, create both digital and print graphics</li></ul>	<b>2022 – 2023</b>

## EXTRACURRICULARS

<b>Product Management Club, Chapel Hill, NC</b> <ul style="list-style-type: none"><li>Learned and applied product management framework by ideating, designing, learning, and iterating on a Slack Bot project</li><li>Worked for a client (Neomana) and based it on Cal Newport's time management techniques</li></ul>	<b>2023 – Present</b>
<b>External Marketing Board of RHA at UNC, Chapel Hill, NC</b> <ul style="list-style-type: none"><li>Team that advocated for TarHeel community culture to communicate with students and market campus-wide events</li></ul>	<b>2021 – 2022</b>

## PROJECTS

<b>Technica Hackathon Filings Forecaster</b> <ul style="list-style-type: none"><li>Won first place for Bloomberg Industry Group's Best AI Powered Solution</li><li>Designed user-friendly Filings Forecaster that uses AI to predict Apple's 2023 SEC 10-K footnotes</li></ul>	<b>October 2023</b>
<b>UI/UX Figma Prototyping</b> <ul style="list-style-type: none"><li>Created prototypes for mobile apps in various spaces – travel, fitness, hair care, dating, food, reading, and journaling</li><li>Researched pain points, did competitor analyses, and user interviews, leading 25% reduction in design iteration cycles</li></ul>	<b>2023 – Present</b>
<b>Design for ITS Marketing Campaigns</b> <ul style="list-style-type: none"><li>Conducted user interviews to design a postcard for CCI advertising, and a digital signage for the Women in IT campaign</li></ul>	<b>Fall 2022</b>

## SKILLS

Prototyping, HTML, CSS, Bootstrap, Figma, Adobe Creative Cloud, Digital Storytelling, Design Research & Strategy, Python, R, AutoCAD, AGILE Methodology, IDEO Design Process