

# Pallavi Chandanala

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## EDUCATION

The University of North Carolina at Chapel Hill, Chapel Hill, NC

2021 – 2025 [expected]

Information Science (B.S.), with Cognitive Science Minor & Data Science Minor

- **Cumulative GPA:** 3.96, Dean's List
- **Major Concentrations:** Human Computer Interaction (HCI), Web Design
- **Coursework:** 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

## WORK EXPERIENCE

EcoBin Screen Designer | EcoTech, Chapel Hill, NC

2023 – Present

- Design screen interface for EcoBin, a student-led startup specializing in machine learning-based sorting bins, incorporating educational elements to raise awareness and inform others on recycling and waste
- Animate and code prototype to implement it in the bin's main programming

UI/UX Design Intern | GBCS Corp, Remote

2022 – 2023

- Prototyped mobile and desktop versions of a website on Figma in collaboration with developers; reorganized information and updated the user flow paths
- Did design cohesion analyses and conducted design critiques with cross-functional teams
- Worked on internal software prototypes

Student Designer | UNC ITS Communications, Chapel Hill, NC

2022 – 2023

- Modernize dated websites, revamp user flows and navigation menus, reduce repetitive information to optimize user traffic
- Create Figma and Adobe XD wireframes and conceptualize new website designs
- Design marketing campaigns, create both digital and print graphics

## EXTRACURRICULARS

App Team – UI/UX Academy, Chapel Hill, NC

2023 – Present

- Create weekly UI/UX projects on Figma, engage in design critiques, and work towards two final projects to be presented at the Spring Gala

Product Management Club, Chapel Hill, NC

2023 – Present

- Learned and applied the product management framework by ideating, designing, learning, and iterating on a Slack Bot project for a client (Neomana) to enhance productivity of UNC students
- Based on Cal Newport's time management techniques

External Marketing Board of RHA at UNC, Chapel Hill, NC

2021 – 2022

- Team that advocated for TarHeel community culture, working together to communicate with students and market campus-wide events through all types of media

## PROJECTS

Technica Hackathon Filings Forecaster

2023

- Won first place for Bloomberg Industry Group's Best AI Powered Solution
- Designed user-friendly Filings Forecaster that uses AI to predict Apple's 2023 SEC 10-K footnotes

UI/UX Figma Prototyping

2023 – Present

- Created wireframes and prototypes for mobile apps in various spaces – travel, fitness, hair care, dating, food, reading, and journaling
- Researched pain points, conducted competitor analyses and user interviews

Design for ITS Marketing Campaigns

2022

- Conducted user interviews to design a marketing postcard for CCI advertising, as well as a digital signage for the Women in IT campaign

## SKILLS

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