

# PALLAVI CHANDANALA

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## EDUCATION

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### University of North Carolina at Chapel Hill (UNC)

Aug 2021 - May 2025

BS, Information Science | Cognitive Science Minor, Data Science Minor

- **Concentrations:** Human-Computer Interaction (HCI) Design, Web Design
- **GPA:** 3.94
- **Honors:** Dean's List (Fall 2021 – Present)

## EXPERIENCE

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### UI/UX Product Designer | Centible Start-up

Aug 2024 - Present

- Designing an iOS personal finance app for an App Team Carolina startup; launched to App Store with 300+ active users
- Building fully functional interactive prototypes in Figma with pivotal features such as integration with multiple banks, a flexible transaction categorization system, and a budgeting feature to track spending for college students

### Information and Product Design Intern | NeuroTech Start-up

May 2024 - Present

- Prototyping an app for a neuroscientist that syncs with biowearables to monitor brain health and promote healthy sleep, study, nutrition, and exercise habits
- Working on app information architecture, content strategy, and feature planning; prioritized designing social community sections, visualizing biodata, and teaching brain health to train towards goals.

### UI/UX Product Designer | PORCH Client Project

Jan 2024 - May 2024

- Worked with a food bank through App Team Carolina to design an app with features that streamline operations – managing donors, tracking donations, volunteer coordination, pickup scheduling, communications, and data collection
- Analyzed current workflow and conducted user research through interviews to illuminate pain points and user needs; created a successful minimum viable product and achieved high client satisfaction

### UI Designer | EcoTech

Sep 2023 - Jan 2024

- Designed UI for EcoBin, a sustainability bin, leveraging machine learning to automate sorting for trash and recycling; now available at two locations
- Prototyped and programmed an informational interface on physical bins using HTML, CSS, JS, and exploratory animation

### UI/UX Designer | GBCS Corp.

May 2023 - Aug 2023

- Redesigned two company websites that are now live, modernizing outdated interfaces and improving usability
- Designed client-facing RFPs and other graphic assets to build company's branding

### Student Designer | UNC Information Technology Services Communications

Sep 2022 - Sep 2023

- Redesigned outdated websites that are now live by reorganizing conducting user interviews, building a new information architecture, and reorganizing content; created more intuitive navigation menus and streamlined user flows
- Created print and digital signage designs to be used in marketing campaigns advertised on TVs across campus

## EXTRACURRICULARS

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### First Place Hackathon Winner | Technica Hackathon – Bloomberg's "Best AI-Powered Solution"

Oct 2023

- Prototyped a SEC Filings Forecaster, which predicts Apple's 2023 10-K footnotes, using HTML, CSS, and JavaScript

### Client Team | UNC Product Management Club

Jan 2023 - Present

- Collaborated with Neomana, our client, on a Slack bot solution based on Cal Newport's time management techniques

### UI/UX Product Designer | App Team Carolina – Learning Academy, Production

Jan 2023 - Jan 2024

- Designed weekly mobile prototypes; consistently scored above 90%, and presented work at an end-of-year Gala, winning "Most Creative App Idea"

### External Marketing Board Member | UNC Residence Hall Association

Sep 2022 - May 2022

- Designed merchandise; spearheaded social media campaign for an RHA President nominee, increasing followers by 400

## SKILLS

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**Languages:** HTML, CSS, JavaScript, Python, SQL, R

**Tools and Frameworks:** Bootstrap, React, Adobe Creative Suite, Jamovi, QGIS, JupyterLab, AutoCAD, Procreate, RStudio, VSCode

**Design:** User Experience, Wireframing, Low-High Fidelity Prototyping, Journey Mapping, User Testing, Competitor Analysis, A/B Testing, Design Strategy, Accessible Design, Responsive Design, Design Critiques, Persona Creation, Usability, Interaction Design

**Strategy:** AGILE, IDEO Design Thinking, Cross-functional Collaboration, App Store Release, Apple Human Interface Guidelines