

Pallavi Chandanala

Student + Aspiring User Experience / Product Designer

<https://pcclav.github.io/>

pallavic@ad.unc.edu

(980)-248-8270

Education

UNC Chapel Hill

2021 – May 2025 (anticipate)

*BS, Information Science: HCI + Web Design
Minor in Cognitive Science*

Extracurriculars

App Team - UX / UI Academy

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.

External Marketing Board

2022 – Present

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

Spotlight Photography Manager

2018 – 2021

Assigned photographers to events for school publication, set expectations for submissions, organized media, and edited images in Adobe Lightroom and Photoshop. Co-designed website on SquareSpace.

Relevant Courses

- Human Information Behavior
- Practical Web Design & Development for Everyone
- Information Systems Analysis and Design
- Statistical Principles of Psychological Research
- Multimedia and Webpage Design

Skills

- | | |
|--------------------------|------------------------------|
| • Figma | • Prototyping |
| • Adobe Creative Suite | • Storytelling |
| • HTML / CSS / Bootstrap | • Design Research & Strategy |
| • Python | • Agile Methodology |
| • R | • IDEO Design Process |

Languages

- English
- Telugu
- Hindi
- Spanish

Digital Artwork

www.pchandanala.myportfolio.com

Work Experience

GBCS Corp

UI / UX Design Intern

- 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 on cross-functional teams
- Worked on internal software prototypes

UNC IT Services

Student Designer

- 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

Student President Campaign

Social Media Campaign Manager

- Digitally marketed candidate's stance and reached over 100 followers and 300 petition signatures in three days
- Created interactive graphics and design candidate's branding within strict institutional policy and time constraints
- Developed plans for weekly social media content strategy, managed social media interactions

Projects

Campus Y System and Website

System Analyst, Designer

Working in a team of students to redesign the organization of the Campus Y website and its user flows. We are adding necessary components and proposing new system features to keep project statuses up to date.

User Interface Prototyping

UI / UX Designer

Created wireframes and prototypes for a dating app, menu app, library app, journaling app, and itinerary app. Researched pain points, conducted competitor analysis and user interviews.

Design for ITS Marketing Campaigns

Graphic Designer

Used IDEO's design process and conducted user interviews to design a marketing postcard for CCI advertising, as well as a digital signage for the Women in IT campaign.

Student Organization T-Shirt

Artist / Designer

Used Adobe SketchBook and a Wacom Pad to draw a shirt design for the External Marketing Board in Residence Hall Association.

Portfolio Deep Dive

tinyurl.com/pallavic