

Pallavi Chandanala

Student | Aspiring User Experience + Product Designer

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EDUCATION

UNC CHAPEL HILL

CHAPEL HILL, NC | 2021 – May 2025 (anticipate)

BS, Information Science: HCI + Web Design

Minor in Cognitive Science

EXTRACURRICULARS

APP TEAM - UI/UX 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

Practical Web Design & Development for Everyone

Information Systems Analysis and Design

Statistical Principles of Psychological Research

Multimedia and Webpage Design

SKILLS

- Figma
- Adobe Creative Suite
- HTML/CSS
- Python
- AutoCAD
- Prototyping
- Storytelling
- Design Research & Strategy
- Agile Methodology
- IDEO Design Process

LANGUAGES

- English
- Telugu
- Hindi
- Spanish

EXPERIENCE

Oct 2022
Present

UNC IT SERVICES | CHAPEL HILL, NC

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

Jan 2023
Mar 2023

STUDENT PRESIDENT CAMPAIGN | CHAPEL HILL, NC

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

Jan 2023
Present

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.

Jan 2023
Present

VARIOUS APP UI (FIGMA)

UI Designer

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

Jan 2023
Present

VARIOUS STATIC WEBSITES

Front-End Developer

Learned and applied HTML, CSS, and Bootstrap skills to code and design multi-paged responsive static websites.

Nov 2022
Dec 2022

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.

Sep 2022
Nov 2022

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.

DIGITAL ARTWORK

www.pchandanalala.myportfolio.com