

Pallavi Chandanala

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EDUCATION

The University of North Carolina at Chapel Hill, Chapel Hill, NC <i>Information Science (B.S.), with Cognitive Science Minor & Data Science Minor</i> <ul style="list-style-type: none">Cumulative GPA: 3.96, Dean's ListMajor Concentrations: Human Computer Interaction (HCI), Web DesignCoursework: 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	2021 – 2025 [expected]
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WORK EXPERIENCE

EcoBin Screen Designer EcoTech, Chapel Hill, NC <ul style="list-style-type: none">Design screen interface for EcoBin, a startup using in machine learning to sort between recycling and trashAnimate and code prototype to implement it in the bin's main programming	2023 – Present
UI/UX Design Intern GBCS Corp, Remote <ul style="list-style-type: none">Redesigned GBCS Corp's website, contributing to a 30% increase in user engagementConducted 12 design critiques, leading to a 40% enhancement in design cohesionPrototyped mobile and desktop versions, resulting in an improvement in user flow paths	Summer 2023
Student Designer UNC ITS Communications, Chapel Hill, NC <ul style="list-style-type: none">Modernize dated websites, revamp user flows and navigation menus, reduce repetitive information to optimize user trafficCreate Figma and Adobe XD wireframes and conceptualize new website designsDesign marketing campaigns, create both digital and print graphics	2022 – 2023

EXTRACURRICULARS

App Team – UI/UX Apprenticeship, Chapel Hill, NC <ul style="list-style-type: none">Created 18 weekly UI/UX projects on Figma, engaged in design critiques, and worked towards two final projectsReceived 95% positive user feedback on final projects	2023 – Present
Product Management Club, Chapel Hill, NC <ul style="list-style-type: none">Learned and applied product management framework by ideating, designing, learning, and iterating on a Slack Bot projectWorked for a client (Neomana) and based it on Cal Newport's time management techniques	2023 – Present
External Marketing Board of RHA at UNC, Chapel Hill, NC <ul style="list-style-type: none">Team that advocated for TarHeel community culture to communicate with students and market campus-wide events	2021 – 2022

PROJECTS

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

SKILLS

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