

PRANATHI PERI

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EDUCATION

University of California, Berkeley

August 2018 – May 2022

B.S. Electrical Engineering & Computer Science, Certificate in Graphic Design

WORK EXPERIENCE

Facebook – University Engineering Intern

MENLO PARK, CA | MAY 2020 – AUGUST 2020

- Prototyped, designed, and developed *DeadStock*, an industry-level application to track sneaker prices.
- Created interactive wireframes, and user flows using Figma, InVision Design Studio, and Procreate.
- Engineered a StockX data scraper using BeautifulSoup & Selenium to populate application data.
- Utilized SQL-like iOS databasing tools (Parse, Firebase) to perform User Authentication and data management

Blue Cheetah Analog Design – Software Engineering Intern

SAN FRANCISCO, CA | MAY 2019 – AUGUST 2019

- Developed a parser and emitter for serialization language YAML in C++, writing unit tests to improve/exceed performance of existing libraries.
- Redesigned corporate website for rollout using HTML/CSS and Javascript
- Created additional marketing and presentation materials using Photoshop & Illustrator.

DESIGN EXPERIENCE

Berkeley Mobile

UX Designer

AUGUST 2020 – PRESENT

Designing mobile interfaces, interactive wireframes and conducting user research for Berkeley's official mobile app.

MiiR

Project Manager

AUGUST 2020 – PRESENT

Leading a team of 5 consultants in collaboration with MiiR's Chief Marketing Officer to improve marketing/design.

Spotify

Technical Consultant

AUGUST 2019 – DECEMBER 2019

Conducted research on Spotify's advertising framework, redesigning their UI to improve ad revenues & boost user engagement.

SKILLS

Figma, Sketch, InVision, Illustrator, Photoshop, Procreate
User Research, Wireframing, Rapid Prototyping, Lo/Hi-Fi Mockups
Usability Testing, A/B Testing, Story Boarding, Visual Design
Python, Java, C++, SQL, HTML/CSS, Javascript, Swift, Objective-C