

PRANATHI PERI

2431 Ellsworth St. #401
Berkeley, CA 94704

Email: pranathiperi@berkeley.edu LinkedIn: [linkedin.com/in/pranathip](https://www.linkedin.com/in/pranathip) Portfolio: pranathiperi.me

EDUCATION

University of California, Berkeley

Expected Graduation:

B.S. Electrical Engineering and Computer Science, Certificate in Design

May 2022

- **Relevant Coursework:** Structure and Interpretation of Computer Programs, Discrete Mathematics and Probability Theory, Designing Information Devices/Systems, Data Structures, Computer Architecture, Efficient Algorithms and Intractable Problems, Product Design/Visual Communication and Sketching
- **Activities:** Valley Consulting Group, ASUC OCTO, Society of Women Engineers

EXPERIENCE

ASUC OCTO – Berkeley Mobile

Berkeley, CA

UX Designer

August 2020 – Present

- Creating wireframes and mockups for Berkeley's one-stop-shop app for campus navigation and amenities
- Conducting user research to determine which features will be best-received; creating user personas, etc.
- Low and high-fidelity sketches using design tools like Figma and InVision Design Studio to create interactive wireframes to pass on to engineering team for implementation
- Developing features like StudyPact (Tinder for study partners), in-app Nixle Alerts, and campus navigation
- Made available for download on the app store, and used by a large amount of Berkeley's student body

Facebook

Menlo Park, CA

Facebook University Engineering Intern

May 2020 – August 2020

- Working primarily with iOS mobile development in Objective-C
- Engineered a StockX data scraper using BeautifulSoup and Selenium to gather relevant sneaker pricing data
- Created *DeadStock* – an app to track live sneaker price increases/decreases by scraping StockX ([view on GitHub](#))
- Product design and industry-level application development using Figma, InVision Design Studio, Procreate, and other design tools

Spotify

London, UK

Technical Consultant

August 2019 – December 2019

- Collecting and analyzing data about consumer interactions with Spotify's freemium model
- Conducting research on popular advertising agencies and users, looking at ways Spotify can improve their current revenues by augmenting and tweaking their current user interface, making mockups of changes using Figma and InVision Design
- Providing a plan for allocation of internal resources towards advertising based on collected data and user analytics

Blue Cheetah Analog Design

San Francisco, CA

Software Engineering Intern

May 2019 – August 2019

- Developed, maintained, and updated C++ libraries for an over-arching software framework that creates routing topologies for analog circuit design
- Created a parser and emitter for popular serialization language, YAML, writing unit tests to improve/exceed the performance and accuracy of other open source parser/emitters
- Redesigned company website for rollout, marketing materials (master deck, etc.) as well as designing stickers and other merch

PayPal

San Jose, CA

Technical Consultant

January 2019 – May 2019

- Conducted user experience research studies to find correlations between customer service speed and customer satisfaction
- Worked closely with the machine learning division of PayPal to gather data about methods other fintech companies are using to automate customer service with ML
- Engineered a python web-scraper that conducted aspect analysis on key words of user reviews to effectively target pros and cons of each of PayPal's competitors' approach to customer service
- Provided a framework for efficiency of each approach to customer service, measuring success with various technical KPIs

Re:3D Printing

Austin, TX

Product Design Intern

May 2016 – August 2016

- Worked alongside ex-NASA engineers to improve the design of their industrial 3D printer, proficiency in SolidWorks and GCode
- Designed a new heat-resistant nozzle/double nozzle for the hot-end of the printer, incorporating a fan to help cool filament as well as an aesthetically pleasing casing
- Created projects to show unique applications for the printer and published papers about the projects including a CAD designed and 3D printed flute, ukulele, and electric guitar body

SKILLS & INTERESTS

Skills: Java, Python, C++, SQL, Numpy, Pandas, Circuit Design, Front/Backend Web Development, SolidWorks (CAD), Adobe Creative Cloud (Illustrator, Photoshop, etc.), Swift, Objective-C, iOS development, Figma, InVision Design Studio, UI/UX Mockup

Interests: Basketball, Space Exploration/Rocket Launches, Surfing, Graphic Design, Sneakers, App Development, Fashion