

Pranathi Peri

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EDUCATION

University of California, Berkeley

August 2018 – May 2022

B.S. Electrical Engineering & Computer Science

Minor in Data Science, Certificate in Visual Design

EXPERIENCE

Facebook – Incoming Software Engineering Intern

Manhattan, NY | May 2021 – August 2021

Facebook – University Engineering Intern

Menlo Park, CA | May 2020 – August 2020

- Prototyped, designed, & developed DeadStock, an industry-level application to track sneaker prices.
- Created interactive wireframes, & 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 Auth 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.

EXTRACURRICULARS

Berkeley Mobile – UX Designer

Berkeley, CA | August 2020 – Present

Designing mobile interfaces, interactive wireframes and conducting user research for Berkeley's official mobile app. Currently leading design on new COVID dashboard and testing features within the app.

MiiR – Contract Design Project Manager

Remote | August 2020 – Present

Leading a team of 5 consultants through student-led org **Valley Consulting Group** in collaboration with MiiR's Chief Marketing Officer to improve UX design, marketing, and analyze social media statistics.

Spotify – Contract Technical Consultant

Manhattan, NY | August 2019 – December 2019

Conducted research on Spotify's advertising framework, redesigning their UI to improve ad revenues & boost user engagement. Engaged with client through student-led org **Valley Consulting Group**.

SKILLS

Figma, Sketch, InVision, Illustrator, Photoshop, Procreate, Adobe CC

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, Algorithm Design