

Prerna Awasthi

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EDUCATION

University of Illinois, Urbana-Champaign — B.A.

SEPTEMBER 2017 - MAY 2021

Linguistics major with dual minors in Informatics and Psychology.

Pratt Institute, New York City — *Graphic Design Summer Intensive*

JULY 2019

EXPERIENCE

Phi Mu Fraternity, Delta Beta Chapter — *PR & Apparel Committees*

FEB 2020 - MAY 2021

Brainstorm ways to improve Delta Beta's online presence overall; personally responsible for overseeing the Delta Beta chapter's Twitter account and creating deliverable graphics for use on various platforms.

Phi Mu Fraternity, Delta Beta Chapter — *Public Relations Assistant*

APRIL 2019 - FEB 2020

Curated all social media accounts and the website in order to reach a wider audience and promote the chapter, as well as collaborating with the PR Chair to create apparel designs. Grew the chapter Instagram by over 400 followers.

University Tees, Champaign — *Lead Brand Ambassador*

JULY 2019 - DECEMBER 2020

Collaborated in small teams to execute themed tasks around campus, and promoted the brand on social media to over 20 organisations. As head ambassador, I also corresponded with UTees HQ on a weekly basis.

PROJECTS

Freelance — *Tumblr, Redbubble, Fiverr*

JUNE 2013 - PRESENT

Designed over 20 custom webpages on Tumblr using HTML & CSS from 2013-2015; created 50+ stickers and digital portraits using Procreate and the Adobe Suite.

CERTIFICATES

Edge Academy Marketing

Foundations: *Trade Desk /*

Issued Oct 2020

Social Marketing: *Hootsuite*

Academy / Issued Nov 2020

SKILLS

Web Development: HTML & CSS

UI/UX: Adobe XD, Figma, Design Thinking, Visual Communication

Graphic Design: Adobe Suite (InDesign, Illustrator, Photoshop), Canva, Procreate

Social Media: Hootsuite, Social Media Management

LANGUAGES

English: Native proficiency

Hindi: Bilingual speaking proficiency

Mandarin & Spanish: Limited working proficiency

