

# 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 — Public Relations

COMMITTEE – FEBRUARY 2020 - PRESENT

Assist the PR Committee in implementing strategies to improve Delta Beta's online presence. Personally responsible for maintaining the Twitter account and creating deliverable graphics for use on social media, and within the chapter.

ASSISTANT – APRIL 2019 - FEBRUARY 2020

Curated all social media accounts in order to maintain a strong brand presence and reach a wider audience to promote the chapter. Developed promotion strategies that grew the chapter Instagram by over 500 followers. Also redesigned, modernised, and maintained the chapter website.

### University Tees, Champaign — Brand Ambassador

JULY 2019 - DECEMBER 2019

Collaborated in small teams to execute themed tasks and events promoting University Tees at over 20 establishments and organisations on campus. As head campus ambassador, I also corresponded with UTees HQ on a weekly basis.

## PROJECTS

### Freelance Designer — Tumblr, Redbubble, Fiverr

REDBUBBLE, FIVERR – MARCH 2020 - PRESENT

Independently designed over 50 stickers and digital portraits for clients with Procreate and the Adobe Suite.

TUMBLR – JUNE 2013 - SEPTEMBER 2015

Worked with HTML, CSS, and JavaScript to create 20+ unique, minimal blog layouts for Tumblr users, incorporating Tumblr's own dynamic data and variables.

## CERTIFICATES

### Edge Academy: Marketing

Foundations: Trade Desk / Issued  
Oct 2020

### Social Marketing: Hootsuite

Academy / Issued Nov 2020

### Visual Elements of User

Interface Design: Coursera /  
Expected Jan 2021

## 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

## INTERESTS

Learning languages, photography,  
travelling, listening to music, art :)