

Prerna Awasthi

prernaawasthi.com
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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 - MAY 2021

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

SKILLS

Web Development: HTML & CSS

UI/UX: Adobe XD, Figma,
Balsamiq, Design Thinking

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 :)