Prerna Awasthi

+1 (347) 802-6063 • prerna.awasthi@gmail.com • prernaawasthi.com • linkedin.com/in/prerna-awasthi

EDUCATION

DePaul University, Chicago, IL — 2023 – 2024
Master of Science, Human-Computer Interaction

Relevant Coursework: Web Design for HCI, Intro to User-Centered Design, HCI Design Fundamentals II

University of Illinois Urbana-Champaign, Champaign, IL — 2017 – 2021
Bachelor of Arts, Linguistics with minors in Informatics and Psychology

Relevant Coursework: Intro to Computer Science; Digital Advertising Content; IT for Networked Organizations; Social Aspects of Information Technology; Psychology of Language; Cognitive Psychology

Pratt Institute, New York, NY — 2019
Graphic Design Summer Intensive

Summer studio intensive in graphic design with 8 projects, including one final project focusing on branding and brand identity.

EXPERIENCE

Public Relations — 2019 – 2021
Phi Mu Fraternity Delta Beta Chapter, Champaign, IL

- Created and maintained a strong, cohesive digital presence for the organization across 6 platforms.
- Collaborated with the PR committee, delegating tasks to increase productivity.
- Rebranded and grew the chapter Instagram following by over 60%.
- Redesigned, modernized, and regularly updated the chapter website.
- Created 50+ deliverable graphics for use on social media, and for communication within the chapter.

Brand Ambassador — 2019
University Tees, Champaign, IL

- Executed themed events and marketing strategies, promoting University Tees at over 20 establishments and organizations on campus, and through social media.
- As team lead, I corresponded with University Tees headquarters on a weekly basis.

FREELANCE WORK

Digital Designer — 2020 – Present
Independently created over 50 designs and portraits using the Adobe Creative Cloud and Procreate for clients on Redbubble and Fiverr.

Web Designer — 2013 – 2015
Worked with HTML, CSS, and Javascript to create 20+ unique blog layouts for Tumblr users, incorporating Tumblr's own dynamic data and variables.

CERTIFICATIONS & SKILLS

UX Design Specialization, Google — Issued Dec 2021
Edge Academy: Marketing Foundations, Trade Desk — Issued Oct 2020
Social Marketing, Hootsuite Academy — Issued Nov 2020

Figma, Adobe Suite (XD, InDesign, Illustrator, Photoshop), UI/UX Design, Design Thinking, Prototyping, Wireframing, Information Architecture, HTML, CSS, Javascript, Visual Design, Graphic Design, Google Suite, Microsoft Office, teamwork, collaboration, communication, organization, data analysis, data-driven, attention to detail, desire to learn, adaptability, time management.