

PRERNA AWASTHI

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EDUCATION

University of Illinois at Urbana-Champaign / Champaign, IL **2017-2021**

B.A. Linguistics with Minors in Informatics and Psychology

Relevant Coursework: Design of Usable Information Interfaces; Digital Advertising

Content; IT for Networked Organizations; Social Aspects of Information Technology

Pratt Institute / New York, NY **2019**

Graphic Design Summer Intensive

Four week studio intensive in graphic design, with a total of 8 projects, including one final project focusing on branding and brand identity.

EXPERIENCE

Public Relations / Phi Mu Fraternity, Delta Beta Chapter **2019-2021**

Created and maintained a strong, cohesive digital presence across 6 platforms in collaboration 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 / University Tees, Champaign, IL **2019**

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.

PROJECTS

Freelance Designer **2020-Present**

Independently created over 50 designs and portraits using the Adobe Creative Cloud and Procreate for clients on Redbubble and Fiverr.

Freelance 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

UX Design Specialization / Google / Issued Dec 2021

Edge Academy: Marketing Foundations / Trade Desk / Issued Oct 2020

Social Marketing / Hootsuite Academy / Issued Nov 2020

SKILLS

HTML, CSS, Javascript, Figma, Adobe Suite (XD, InDesign, Illustrator, Photoshop), Canva, Hootsuite, Design Thinking, Social Media Management, UI/UX, Prototyping, Wireframing, Graphic Design, Google Suite, Microsoft Office, teamwork, communication, organization, data analysis, attention to detail, desire to learn, adaptability, time management