

Prerna Awasthi / UX Designer

prerna.awasthi@gmail.com / prernaawasthi.com / linkedin.com/in/prerna-awasthi

education

DePaul University / M.S. with Distinction Human-Computer Interaction

Jan 2023 – Mar 2025

University of Illinois Urbana-Champaign / B.A Linguistics / Minors in Informatics and Psychology

Aug 2017 – May 2021

Pjoratt Institute / Graphic Design Summer Intensive

Jun 2019 – Jul 2019

experience

President, Experience Design Roundtable at DePaul University / Chicago, IL

May 2023 – May 2024

- ★ Oversaw organizational activities and led biweekly officer meetings to plan upcoming initiatives.
- ★ Created and implemented marketing campaigns, driving 100% membership and event attendance growth within 12 months.
- ★ Regularly updated the XD Roundtable website to ensure content accuracy, clarity, and usability.
- ★ Acted as a liaison for the organization with the faculty advisor, student activities board, and external organizations.
- ★ Led onboarding workshops for the incoming executive board to ensure seamless leadership transition.

Public Relations, Phi Mu Fraternity Delta Beta Chapter / Champaign, IL

Apr 2019 – May 2021

- ★ Developed a cohesive digital strategy across six platforms, enhancing brand consistency and user experience.
- ★ Optimized task delegation within the PR committee and formulated best practice guidelines to increase team efficiency.
- ★ Updated chapter visual identity and voice, growing Instagram following by over 60% within six months.
- ★ Redesigned and maintained the chapter website to improve navigation, accessibility, and brand alignment.
- ★ Produced 50+ digital assets for social media and internal chapter communications.

projects

UX Designer and Researcher

Jan 2020 – Present

MindfulMint / HCI Capstone

- ★ Collaborated on a six-month project to reduce online impulse buying behaviors, from preliminary research to high-fidelity design solutions.
- ★ Managed project coordination, ensuring alignment on tasks, deadlines, and internal communications.
- ★ Analyzed and synthesized quantitative and qualitative research findings with R and FigJam to inform design decisions, resulting in increased efficacy and user satisfaction with information architecture and copy.
- ★ Owned browser extension design and supported iterative development of web and mobile experiences through design reviews.

Chronicle / Academic

- ★ Independently created 40+ high-fidelity screens for a media tracking application focused on digital community building.
- ★ Conducted contextual inquiries to identify key pain points and iterated prototypes based on user interview insights.

Record Store IA Redesign / Academic

- ★ Improved information architecture through content inventory analysis, open and closed card sorting, and tree testing.

Digital and Web Designer

2013 – Present

- ★ Designed 20+ unique Tumblr blog layouts using HTML, CSS, and JavaScript, integrating Tumblr's native dynamic data and variables, which generated 45,000+ total views.
- ★ Built responsive website designs for nonprofits with Figma and WordPress to present essential information accessibly and intuitively.
- ★ Created 50+ illustrations and designs with Adobe Creative Cloud and Procreate, earning 100% client satisfaction.

certificates

IRB/Human Subjects Protections Training, CITI Program / 2023

Edge Academy: Marketing Foundations, Trade Desk / 2020

UX Design Specialization, Google / 2021

Social Marketing, Hootsuite Academy / 2020

skills

Tools: Figma, Axure RP, Optimal Workshop, Miro, Mural, ATLAS.ti, Adobe Creative Cloud (InDesign, Illustrator, Photoshop), HTML, CSS, JavaScript, R, Google Workspace, Microsoft Office; **Design & Research:** User Interviews, Surveys, Usability Testing, Contextual Inquiry, Heuristic Evaluation, Wireframing, Prototyping, IA Testing, Information Architecture, Design Systems, Content Strategy, SEO, Visual Design, Graphic Design, Data Analysis