

# Prerna Awasthi / UX Designer

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## education

<b>M.S. with Distinction Human-Computer Interaction</b> / DePaul University	Jan 2023 – Mar 2025
<b>B.A. Linguistics, Minors in Informatics and Psychology</b> / University of Illinois Urbana-Champaign	Aug 2017 – May 2021
<b>Graphic Design Summer Intensive</b> / Pratt Institute	Jun 2019 – Jul 2019

## experience

<b>President, Experience Design Roundtable at DePaul University</b> / Chicago, IL	May 2023 – May 2024
<ul style="list-style-type: none"><li>★ Oversaw organizational activities and led biweekly officer meetings to plan upcoming initiatives.</li><li>★ Created and implemented marketing campaigns, driving 100% membership and event attendance growth within 12 months.</li><li>★ Regularly updated the XD Roundtable website to ensure content accuracy, clarity, and usability.</li><li>★ Acted as a liaison for the organization with the faculty advisor, student activities board, and external organizations.</li><li>★ Led onboarding workshops for the incoming executive board to ensure seamless leadership transition.</li></ul>	
<b>Public Relations, Phi Mu Fraternity Delta Beta Chapter</b> / Champaign, IL	Apr 2019 – May 2021
<ul style="list-style-type: none"><li>★ Developed a cohesive digital strategy across six platforms, enhancing brand consistency and user experience.</li><li>★ Optimized task delegation within the PR committee and formulated best practice guidelines to increase team efficiency.</li><li>★ Updated chapter visual identity and voice, growing Instagram following by over 60% within six months.</li><li>★ Redesigned and maintained the chapter website to improve navigation, accessibility, and brand alignment.</li><li>★ Produced 50+ digital assets for social media and internal chapter communications.</li></ul>	

## projects

<b>UX Designer and Researcher</b>	Jan 2020 – Present
<b>MindfulMint</b> / HCI Capstone	
<ul style="list-style-type: none"><li>★ Collaborated on a six-month project to reduce online impulse buying behaviors, from preliminary research to high-fidelity design solutions.</li><li>★ Managed project coordination, ensuring alignment on tasks, deadlines, and internal communications.</li><li>★ 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.</li><li>★ Owned browser extension design and supported iterative development of web and mobile experiences through design reviews.</li></ul>	
<b>Chronicle</b> / Academic	
<ul style="list-style-type: none"><li>★ Independently created 40+ high-fidelity screens for a media tracking application focused on digital community building.</li><li>★ Conducted contextual inquiries to identify key pain points and iterated prototypes based on user interview insights.</li></ul>	
<b>Record Store IA Redesign</b> / Academic	
<ul style="list-style-type: none"><li>★ Improved information architecture through content inventory analysis, open and closed card sorting, and tree testing.</li></ul>	
<b>Digital and Web Designer</b>	Mar 2013 – Present
<ul style="list-style-type: none"><li>★ 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.</li><li>★ Built responsive website designs for nonprofits with Figma and WordPress to present essential information accessibly and intuitively.</li><li>★ Created 50+ illustrations and designs with Adobe Creative Cloud and Procreate, earning 100% client satisfaction.</li></ul>	

## certificates

<b>IRB/Human Subjects Protections Training</b> , CITI Program / 2023	<b>Edge Academy: Marketing Foundations</b> , Trade Desk / 2020
<b>UX Design Specialization</b> , Google / 2021	<b>Social Marketing</b> , 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