

Prerna Awasthi / UX Designer

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education

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

experience

President, Experience Design Roundtable at DePaul University / Chicago, IL	May 2023 – May 2024
<ul style="list-style-type: none">★ 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
<ul style="list-style-type: none">★ 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	
<ul style="list-style-type: none">★ 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	
<ul style="list-style-type: none">★ 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	
<ul style="list-style-type: none">★ Improved information architecture through content inventory analysis, open and closed card sorting, and tree testing.	
Digital and Web Designer	2013 – Present
<ul style="list-style-type: none">★ 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