

# RETHIKA AMBALAM

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## EDUCATION

**Georgia Institute of Technology** Aug. 2023 - Current  
BS Computational Media

**University of Tennessee Knoxville** Aug. 2022 - May 2023  
BS Computer Science  
4.0/4.0 GPA

## SKILLS

**Coding Languages and Software:** Java, C++, HTML, CSS, Figma, Adobe Creative Cloud, Python

**Soft Skills:** Team Building, Communication, Adaptability

## EXPERIENCE

**DesignsbyRethika, Founder** June 2020 - Current

- Run a small business using RedBubble to sell sticker designs and Etsy to sell wooden letter photo collages
- Gain experience in marketing and developing an audience on social media platforms
- Reach over one hundred thousand monthly viewers on Pinterest
- Create tutorials on how to make designs digitally using free websites for RedBubble

**Culturally Relevant Robotics (CRRAFT) Research Project, Research Assistant, University of Tennessee, Knoxville** Aug. 2022 - Aug. 2023

- Worked two hours a week with Professor Frances Harper as an undergraduate research assistant to give underrepresented children access to computer science principles
- Created a kit with a robot mouse for parents and teachers to expose preschoolers to computational thinking

## PROJECTS

**AutoBots Vertically Integrated Project (VIP)** Aug. 2023 - Current

- Creating a painting-based API to program robots to create paintings in Python
- Learning how to use Natural Language Processing commands to create strokes through image processing

**Yoda ChatBot** Oct. 2023

- Designed a ChatBot with the personality of a character from StarWars named Yoda to create an entertaining user experience and interactive webpage
- Learned how to work with OpenAI, HTML, CSS, and Node.js

**BetterReads** June 2021

- Created a mockup of an updated design of the GoodReads webpage using Figma to improve user experience

## CAMPUS ENGAGEMENT

**Google Developer Student Club (GDSC), Marketing Lead** Sept. 2023 - Current

- Design posters weekly and create social media content on Figma to market GDSC events
- Improve social media engagement by ten percent with the creation of new marketing material such as Instagram Reels
- Aid Technical Leads in creating ideas for new workshops that teach the student body new skills

**Society of Women Engineers, Member** Aug. 2022 - Current

- Volunteer with members in organizations such as Girls Scouts
- Participate in a mentorship program with an upperclassmen computer science SWE mentor
- Meet with mentor at least once every other week
- Commit 1-2 hours a week

**Georgia Institute of Technology Honors Program, Scholar** Aug. 2023 - Current

- Selected to join one of 200 new students in the Honors Program
- Build a community with the Honors Program through honors classes and events

**Honors and Scholars Engagement Committee, Social Media Team** Aug. 2022 - May 2023

- Highlighted an honors student and their accomplishments every other week on Instagram, LinkedIn, Twitter, and Facebook
- Worked with 3 other honors students to keep the UTK Honors social media accounts active
- Spread information about honors programs at UTK to prospective high school students