

# Riddhi Puranik

B.A. IN COMMUNICATION AND DESIGN (UC DAVIS)

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## Skills

### Research & Analysis

Survey Design · Literature Review · Data Visualization · Content & Audience Analysis · Data Synthesis & Reporting · Audience & Stakeholder Analysis

### Design & Media

Visual Communication · Science Writing · Brand Design · Information Design · Storytelling for STEM · Social Media Management · Learning Experience Design · Outreach & Engagement Design

### Software

Adobe Illustrator · Photoshop · Premiere Pro · Canva · Qualtrics · Google Analytics · Excel · JIRA · Confluence · SiteFarm · Microsoft Suite

## Experience

### Institute of Transportation Studies

Davis, CA

RESEARCH ASSISTANT

Aug 2025 - Present

- Supported a survey participation growth study by designing targeted Meta Ads strategies to reach key audiences
- Designed data-driven presentations and visual materials communicating key industry insights to stakeholders and broader audiences
- Produced digital and outreach assets while managing website content to enhance accessibility, usability, and engagement

### Argonne National Laboratory

Lemont, IL

RENEWABLE ENERGY SCIENCES AND TECHNOLOGY COMMUNICATIONS INTERN

July 2024 - Sept 2024

- Supported the U.S. Department of Energy Office of Energy Efficiency and Renewable Energy (EERE) Technology Integration Program portfolio, with a focus on Advanced Vehicle Technology Competitions (AVTCs)
- Synthesized data for the past decade of AVTCs, creating impactful social media content and a comprehensive report for relevant stakeholders
- Drafted Key Messages and Interview Questions for the US Department of Energy for a Satellite Media Tour

### UC Davis EcoCAR

Davis, CA

COMMUNICATIONS MANAGER

Sept 2023 - June 2025

- Developed and implemented a comprehensive communication and outreach strategy for the DOE's Advanced Vehicle Technology Competition, integrating branding, STEM education, and community engagement
- Designed STEM outreach initiatives reaching 500+ participants across diverse age groups, emphasizing accessibility and learning impact
- Led a high-performing communications sub-team, applying data-driven insights to optimize digital engagement, content strategy, and user-centered website design.

### Human Development and Media Lab

Davis, CA

SCIENCE COMMUNICATIONS ASSISTANT

Sept 2023 - June 2024

- Developed strategies for effectively communicating complex social science research to a range of diverse audiences
- Researched methods for disseminating scientific knowledge to non-expert communities
- Crafted articles and press releases highlighting ongoing social science experiments and their implications for diverse audiences

### UC Davis Internship and Career Center

Davis, CA

DESIGN & MARKETING INTERN

Apr 2023 - Apr 2024

- Designed engaging and visually appealing content for Social Media, Bus Advertisements, marketing toolkits
- Conducted research and generated customer personas to develop effective marketing strategies
- Generated UTM parameters to measure and optimize tracking digital marketing campaign performance

### Virtual Interaction Communication (VICTR) Lab & Human Development Media Lab

Davis, CA

UNDERGRADUATE RESEARCH ASSISTANT

Jan 2023 - Sept 2023

- Conducted experiments for the Virtual Reality lab, ensuring accurate and reliable results using Oculus Headsets
- Utilized Adobe Photoshop software for facial mapping, ensuring high-quality and realistic virtual experiences
- Conducted comprehensive academic literature searches to gather relevant information and streamline the research process

### UC Davis Strategic Communications

Davis, CA

MAJORS BLOG INTERN

Sept 2022 - Sept 2023

- Conducted research and wrote comprehensive blog articles to guide prospective students through college major options
- Collaborated with team editors to maintain a consistent, high-quality publication standard

### The California Aggie

Davis, CA

STAFF WRITER, CITY DESK

Mar 2022 - Sept 2022

- Covered city news, conducted interviews, and collaborated with editors to produce high-quality journalistic content

## Projects

### Weeding out Misinformation Game

Davis, CA

DESIGN MAJOR CAPSTONE PROJECT

Apr 2025 - June 2025

- Conceptualized an educational web game that teaches kids aged 6–10 to recognize environmental misinformation through interactive, garden-themed gameplay
- Conducted secondary and user research to inform gameplay grounded in media literacy and sustainability education
- Developed multiple low-fidelity prototypes (card game, board game, and web wireframes) and refined designs through user testing and think-aloud sessions

Evee the Electric Vehicle

Davis, CA

DESIGNER & COMMUNICATIONS MANAGER

Dec 2024 - Apr 2025

- Developed an animated video featuring original characters Evee and Fuelee using Adobe After Effects with engaging elements
- Scripted, storyboarded, voiced the animation over multiple review cycles with educators and professors
- Designed spin-off hands-on activities using the characters and video content, which were implemented in a STEM outreach event for kindergarten students

2023 Cadillac LYRIQ Vehicle Wrap Design

Davis, CA

DESIGNER & COMMUNICATIONS MANAGER

Nov 2024 - Apr 2025

- Led the design and conceptualization of a full vehicle wrap for UC Davis EcoCAR's 2023 Cadillac LYRIQ, integrating multiple logos and diverse design concepts to showcase team branding
- Won Best Wrap among 13 university competition vehicles, managing the design process from initial sketches to final installation while incorporating iterative feedback

Key Courses

Communication

Social Science with Data, Research Methods, Special Study for Advanced Undergraduates, Mass Communication, Computational Social Science

Design

Graphic Design, Interactive Media, Experiential Design, Information Design

Awards

Finalist - Drive Electric Awards 2025 (Plug in America) Emerging Leader

Davis, CA

Recognized for contributions to STEM outreach and electric vehicle education

Oct 2025

Runner-Up Excellence in Leadership - Year 3 EcoCAR EV Challenge

San Diego, CA

Led communications strategy and STEM engagement, fostering team collaboration and community impact

May 2025

First Place Communications Presentation - Year 2 EcoCAR EV Challenge

Phoenix, AZ

Presented research-based STEM outreach initiatives to industry professionals from GM, DOE, Bosch, and MAGNA

May 2024

Second Place Nationally Ranked Communications Program - Year 2 EcoCAR EV Challenge

Phoenix, AZ

Achieved top evaluation scores for high-quality program deliverables and measurable outreach outcomes

May 2024

Education

University of California Davis , B.A. Double Major in Design & Communication

Davis, CA