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| **Sanjana Gopalswamy** | sgopal@unc.edu  +1 (919) 785-8208  [linkedin.com/in/sanjanagopalswamy](http://linkedin.com/in/sanjanagopalswamy)  <https://github.com/sgopal08>  **Portfolio:** [**https://sgopal08.github.io/my\_website\_portfolio/**](https://sgopal08.github.io/my_website_portfolio/) | | | |
| **EDUCATION** | | | | |
| **University of North Carolina at Chapel Hill** | | | | Expected: May 2027 |
| *Bachelor of Arts in Computer Science, Bachelor of Arts in Advertising/Public Relations*  GPA 3.88/4.00 || Honors/Awards: Dean’s List (Spring 2024, Fall 2023) | | | | |
| **EXPERIENCE** | | | | |
| **UNC Department of Computer Science** – Chapel Hill, NC | | | August 2024 – Present | |
| *Undergraduate Teaching Assitant* | | |  | |
| * Selected out of 150 applicants to mentor students in an introductory Python programming course, fostering an inclusive learning environment * Support 300+ students in-lecture, provide one-on-one tutoring, office hours assistance, and tailored support to enhance learning outcomes * Collaborate with 10 teaching assistants and 2 professors to strategize lesson plans and office hours, contributing to the creation of engaging events like hackathons and ensuring effective course delivery and grading efficiency | | | | |
| **The Energy Policy Institute at the University of Chicago (EPIC) India** – Remote | | | May 2024 – August 2024 | |
| *UX/UI Design Manager* | | | | |
| * Led a team of 6 designers to develop a website for organizing street garbage clean-ups in Bangalore, India, aligning the project with client requirements and community needs, while managing technical milestones and overseeing client and internal meetings * Conducted 21 user tests and facilitated user research in Bangalore to refine wireframes, incorporating feedback and competitive analysis to enhance the website’s effectiveness and usability | | | | |
| **Outlier AI** – Remote | | | June 2024 – Present | |
| *LLM Quality Analyst* | | | | |
| * Analyze prompt responses for 5+ Large Language Model projects, ensuring accuracy and relevance of generated content through detailed reviews and evaluations * Evaluate the quality and truthfulness of AI outputs, providing constructive feedback for model improvement, and peer-review colleagues' assessments to maintain consistency in evaluation practices | | | | |
| **1893 Brand Studio** – Chapel Hill, NC | | | January 2024 – Present | |
| *Web Developer || Marketing agency owned by The Daily Tarheel* | | | | |
| * Collaborate with 18 team members to conduct market research, lead focus groups, and organize brand schemes to increase customer acquisition and revenue for local businesses * Achieved a 68% increase in client satisfaction ratings by leading collaborative efforts with local businesses and clients to craft engaging websites and digital marketing materials * Develop and maintain web applications for 3 major Chapel Hill businesses using JavaScript, HTML/CSS, and prototyping and website construction platforms (React.js, Wordpress, Figma) | | | | |
| **LEADERSHIP AND COMMUNITY INVOLVEMENT** | | | | |
| **HackNC** – Chapel Hill, NC | | March 2024 –Present | | |
| *Jr. Director of Marketing* | | | | |
| * Designed and managed 23+ social media posts and a content calendar, overseeing all social media platforms (Instagram, Facebook, TikTok, LinkedIn) with weekly posts to boost community engagement * Increased event visibility through mass emails, in-class lectures, social media campaigns, and distributing physical marketing materials in collaboration with Computer Science organizations across North Carolina | | | | |
| **App Team Carolina** – Chapel Hill, NC | | January 2024 – Present | | |
| *iOS Apprentice* | | | | |
| * Develop 18 biweekly iOS app miniprojects using Swift/SwiftUI, enhancing technical and UI skills to acquire experience in professional software development * Collaborate with 20 team members within a simulated company setting to generate application ideas, engage in intesneive coursework through Github Classroom, and create impactful user-centric mobile apps | | | | |
| **ADDITIONAL INFORMATION & ACHIEVEMENTS** | | | | |
| * Tehnical Skills: Java, Python, Swift/SwiftUI, React, Node.Js * Certifications: DesignLabs Figma Certification (2024), Adobe Photoshop & Illustrator Certifications (2022) | | | | |