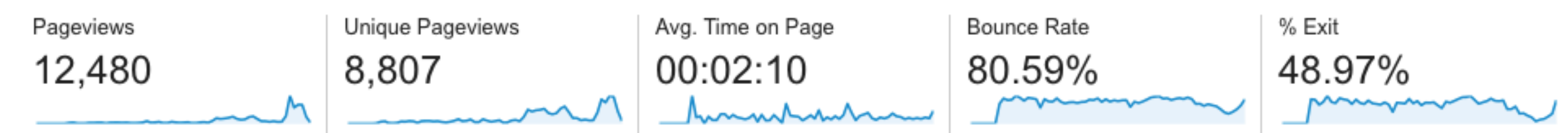




Webmaster @ Design Everest

Description: I was a software engineering intern. I updated and added new features to the new website that got launched this summer.



Site Content	Page	Pageviews	% Pageviews
Page	1. /	7,945	63.66%
Page Title	2. /services/	546	4.38%
Site Search	3. /reviews/	532	4.26%
Search Term	4. /about-us/	510	4.09%
Events	5. /contact-us/	461	3.69%
Event Category	6. /projects/	402	3.22%
	7. /home2/	302	2.42%
	8. /services/residential/	150	1.20%
	9. /www1.free-share-buttons.top	118	0.95%
	10. /services/exterior-improvements/	116	0.93%

Background:

Name: Sonal Prasad

Company's name: Design Everest

Project: Update and launch company's website

(www.designeverest.com)

Start date: 6/20/16

End date: 9/9/16

Location: Mountain View, CA

A key achievement:

The key achievement, this past summer, was launching the new website. The process involved adding new pages, images, content, and features to the website, while using the practice of conversion—enticing our potential clients to reach out to us. I also used tools to evaluate the website, such as Optimizely, an A/B testing tool, and Google Analytics, which tracks the number of hits on each page and call-to-action buttons. I am proud that the new website is increasing the company's sales. I grew in my technical and business skills.

Connection to UCSD:

Two courses helped me in this internship-- CSE 170 (Introduction to Human-Computer Interaction Design) and CSE 110 (Software Engineering). CSE 170 helped me with my HTML and web development skills since there was a project in that class to create a website. CSE 110 helped me with my teamwork skills and scrum meetings. The main skills I will bring back from the internship experience to the continuation of my education at UCSD is working well in a team, as I will have some courses that involve teamwork, and web development. If I have the chance to take web-programming courses, I can apply my technical skills from the internship, in those courses.