

Varalika Varanasi

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SUMMARY

Detail-oriented student seeking an internship to utilize skills in analytics tools, remote research tools, and project management, gained through coursework and previous experiences.

EDUCATION

Rutgers University, New Brunswick, NJ

Sept. 2021 – December 2025

Bachelors in Cognitive Science and Computer Science

GPA: 3.2

WORK EXPERIENCE

Best Logic Staffing – Remote | May 2025 – August 2025

Graphic Design Intern

- Completed a 160-hour internship focused on real-world design projects, industry research, and creative collaboration.
- Supported the development of visual assets for marketing and branding, contributing to team initiatives and campaigns.
- Participated in meetings, shared creative input, and received mentorship from senior professionals, strengthening practical design and communication skills.

Puratos- January 2025- May 2025

Externship via Rutgers MBS Externship Exchange

- Designed and deployed a web-based go-no-go decision tool to evaluate strategic R&D partnerships in the food innovation space.
- Built an interactive, modular decision tree with optimized UI and deployed it via Render for scalable web access.
- Led technical team operations, project planning, and documentation using best practices in agile development and stakeholder alignment.

Ruffalo Noel Levitz- Oct. 2021 – June 2022

Student Engagement Ambassador at Rutgers University

- Secured financial support from Rutgers University alumni, managed patron information and facilitated efficient transactions

RELEVANT PROJECTS

- **Language & Cognition Research:** Designed a **SQL database and Tableau** dashboards to analyze how Chol's morphological complexity impacts sentence comprehension and working memory.
- **AI-Powered Personal Assistant:** Developed a **Python**-based voice assistant with **NLP** for speech recognition and task automation, integrating a Weather API.
- **Machine Learning & Personalization:** Designed a personalized fanfiction platform with a custom chatbot tailored to Draco and Hermione fanfiction (*Star-Crossed Spells: Draco & Hermione*), using the **OpenAI API**.
- **Survey & User Research:** Executed research projects (*Canvas Redesign*) using tools like **SurveyMonkey**, **Userzoom Go**, and **Google Analytics** to analyze user responses and improve **platform functionality and user experience**.
- **UX & Platform Optimization:** Led the redesign of the Rutgers Canvas learning system, creating **user-friendly wireframes** and **prototypes in Figma and Canva** to streamline navigation, improve calendar functionality, and eliminate app redundancies.
- **Immigration Data Analysis:** Analyzed OECD immigration data (2000–2021) to uncover **predictive models by scrutinizing data** on immigrant origins and **inflow patterns across diverse countries**.

CERTIFICATIONS

- **LinkedIn Learning — Hands-On AI: Build a Generative Language Model from Scratch (March 2025):** Built a text completion model and a social media comment filter using generative AI techniques.
- **Boston Consulting Group — GenAI Job Simulation on Forage (March 2025):** Developed an AI-powered financial chatbot by analyzing 10-K and 10-Q reports with Python and pandas.
- **Boston Consulting Group — Strategic & Experience Design Simulation (March 2025):** Researched, designed, and proposed a new banking product through user research and persona development.
- **Rutgers University — Creative X Certificate (April 2023):** Redesigned a mobile application through a 10-week UX/UI program, building low- and high-fidelity prototypes using Figma and Canva.

SKILLS

Python, Java, HTML, CSS, SQL, Figma, C++, Linux, Google Analytics, MS Office, Adobe Suite, Canva, R, Pandas, VSCode