Prerna Awasthi

+1 (347) 802-6063 • prerna.awasthi@gmail.com • prernaawasthi.com • linkedin.com/in/prerna-awasthi

EDUCATION

DePaul University, Chicago, IL   2023 – 2024
Master of Science, Human-Computer Interaction
Relevant Coursework: Web Design for HCI, Intro to User-Centered Design, HCI Design Fundamentals II, Prototyping & Implementation, User Research Methods

University of Illinois Urbana-Champaign, Champaign, IL   2017 – 2021
Bachelor of Arts, Linguistics with minors in Informatics and Psychology
Relevant Coursework: Intro to Computer Science; Digital Advertising Content; IT for Networked Organizations; Social Aspects of Information Technology; Psychology of Language; Cognitive Psychology

Pratt Institute, New York, NY   2019
Graphic Design Summer Intensive
Summer studio intensive in graphic design with 8 projects, including one final project focusing on branding and brand identity.

EXPERIENCE

President   2023 – Present
Experience Design Roundtable at DePaul University, Chicago, IL

- Directly oversee organization.
- Maintain and update the XD Roundtable website.
- Create and implement marketing organization events and membership promotion.
- Maintain regular contact with faculty advisor.
- Delegate or serve as unfilled executive board and ex-officio positions.
- Responsible for communication with external organizations.

Public Relations   2019 – 2021
Phi Mu Fraternity Delta Beta Chapter, Champaign, IL

- Created and maintained a strong, cohesive digital presence for the organization across 6 platforms.
- Collaborated with the PR committee, delegating tasks to increase productivity.
- Rebranded and grew the chapter Instagram following by over 60%.
- Redesigned, modernized, and regularly updated the chapter website.
- Created 50+ deliverable graphics for use on social media, and for communication within the chapter.

Brand Ambassador   2019
University Tees, Champaign, IL

- Executed themed events and marketing strategies, promoting University Tees at over 20 establishments and organizations on campus, and through social media.
- As team lead, responsible for corresponding with University Tees headquarters on a weekly basis.

FREELANCE WORK

Digital Designer   2020 – Present
Independently created over 50 designs and portraits using the Adobe Creative Cloud and Procreate for clients on Redbubble and Fiverr.

Web Designer   2013 – 2015
Worked with HTML, CSS, and Javascript to create 20+ blog layouts for Tumblr users, incorporating Tumblr's own dynamic data and variables.

CERTIFICATIONS & SKILLS

IRB/Human Subjects Protections Training, CITI Program	Issued Sep 2023
UX Design Specialization, Google	Issued Dec 2021
Edge Academy: Marketing Foundations, Trade Desk	Issued Oct 2020
Social Marketing, Hootsuite Academy	Issued Nov 2020

Figma, Axure RP, ATLAS.ti, Adobe Suite (XD, InDesign, Illustrator, Photoshop), UI/UX Design, Design Systems, Design Thinking, Prototyping, Wireframing, Information Architecture, HTML, CSS, Javascript, Visual Design, Graphic Design, Google Suite, Microsoft Office, empathy, teamwork, collaboration, communication, organization, data analysis, data-driven, attention to detail, desire to learn, adaptability, time management.