

VAISHNAVI PARNI

UI/UX Designer

vparni@ncsu.edu | [LinkedIn](#) | <https://www.vaishnaviparni.com> | [behance](#) | +1 984-895-5111

EDUCATION:

Master of Graphic and Experience Design

North Carolina State University, Raleigh, North Carolina

Aug 2022 - May 2025

Graphic Design Certification

Arena Animations, Hyderabad, India

Feb 2021 - Jan 2022

Bachelor of Technology in Computer Sciences

Bharat Institute of Engineering and Technology, Hyderabad, India

Aug 2016 - Sep 2020

SKILLS:

Expertise: Prototyping, User Interviews, Wireframing, User interface design, UX Research, A/B testing, Card sorting, Web design, Typography, and Brand Identity design.

Technical Skills: Adobe Creative Suite, Figma, Blender, Adobe Photoshop, Adobe After Effects, Adobe InDesign, Adobe XD, MS Office, Google Suite, Wix, Understanding of HTML, CSS, Python, R.

Soft Skills: Communication, Collaboration, Story Teller, Attention to Detail & Organization

RELEVANT PROJECTS:

LASI Language Analytics and Sciences | Raleigh North Carolina | UX designer

| Figma Adobe Aftereffects, Adobe Illustrator

Jan 2024 - May 2024

- Designed a generative AI-powered intelligence management system to support senior target network data analysts in synthesizing data and managing teams.
- Conduct user research and evaluated user feedback, created user journey maps, personas, UI materials, and high-fidelity prototypes to deliver comprehensive design solutions.
- Leveraged design methodologies to address complex user needs and presented design trade-offs to stakeholders by automating 100% of the Monitoring process through LLMs.

SASI Raleigh North Carolina | UX designer

| Figma, Unity, and Adobe Premiere Pro

Jan 2023 - May 2023

- Developed an AI recommendation-driven logistics management system by simulating real-time events with digital twins, translating complex technical data into user-friendly design for food waste management software, aiding logistics managers.
- Delivered user journey maps, UI components, and high-fidelity prototypes to ensure a consistent user experience.
- Collaborated with cross-functional teams to incorporate research findings into product design.

EXPERIENCE

UI/UX Designer: Triangle UXPA

Apr 2024 - Current

- Designed web pages and conducted usability and A/B testing for the official UXPA website, ensuring accessibility and usability compliance.
- Created layouts and materials for the UXPA 2024 website, aligning with the event theme and user-centered design principles.
- Produced marketing materials and T-shirts for the conference while following brand guidelines and demonstrating design versatility.

Graduate Teaching Assistant: North Carolina State University

Aug 2023 - May 2024

- Supported 160 students in graphic design theory, providing constructive critiques to enhance their skills.
- Guided students in using Adobe Creative Cloud software and Glyph, improving their technical proficiency in typography.
- Managed attendance and grading, contributing to a 90% success rate (scores over 93%) in the final grade.

Freelance Graphic Designer:

Mar 2020 - Feb 2021

- Collaborated with clients to understand design needs and delivered high-quality branding, social media graphics, and print materials.
- Increased small business reach by 200% through targeted social media campaigns and creative promotional materials.
- Integrated client feedback to refine designs, ensuring alignment with business goals.

CERTIFICATIONS:

- HTML Essential Training (LinkedIn Learning)
- Foundations of User Experience (UX) Design,
- Start the UX Design Process: Empathize, Define, and Ideate,
- Build Wireframes and Low-Fidelity prototypes (Google certifications)
- Ideas from the history of graphic design,
- Introduction to Image making (CalArts - Courses)
- Machine learning,
- The joy of computing using Python through NPTEL