

# Bhavana Veeravalli

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## SUMMARY

Meticulous, curious, and detail-oriented product designer with 3+ years of internships and sponsorship experience designing and developing enterprise, B2B, and B2C products. Educated in Graphic & Experience Design from North Carolina State University's College of Design, set to graduate in May of 2024. Proficient in user experience research, interaction design, Figma, and Adobe Creative Suite. Strong knowledge and application of UI/UX design principles, engineering hand-off deliverable formats, and working with cross-functional teams. Seeking innovative, problem solving position exploring the intersection of contextualizing complex data with human-centered design.

## EDUCATION

### North Carolina State University, Raleigh, NC / Spring 2024

Bachelors of Graphic & Experience Design, UX/UI Concentration / GPA: 4.0

## EXPERIENCE

### Product Designer - Sponsorship, Laboratory for Analytical Sciences (LAS) x National Security Agency / Raleigh, NC / Aug. - Dec. 2023

- Designed an enterprise application dashboard for user specific role of high-ranking data analysts at LAS.
- Created UX research system to define and develop empathy for persona, user journey, experience maps, task flows, and feature roadmaps to optimize user experience in a complex and ambiguous problem space.
- Developed low, mid, and high-fidelity user interfaces and prototypes for various pages based on persona needs.
- Leveraged hypothesis driven research to create complex systems of contextualization, triage, and automation into user-friendly product-wide navigation.

### Product Designer - Intern, WillowTree Apps: A Telus International Company / Durham, NC / May - Aug. 2023

- Documented a Fortune 500 financial institution's design token system while expanding the company's asset interactivity within Figma; particularly variable button states for WCAG.
- Created and delivered rapid, interactive, high-quality digital enterprise products in Agile environment for employee and manager dashboard spaces for Telus International Company stakeholders.
- Collaborated with cross-functional teams of product managers, engineers, and researchers to define customer problems, design high-quality mobile and web products, and assist in deliverable implementation.

### Product Designer & Researcher - Sponsorship, NCSU Library Learning Services / Raleigh, NC / Jan. - Aug. 2022

- Uncovered root-cause for undergraduate awareness disconnect of NCSU Library Learning Services Department resources through qualitative research methods, user studies, competitor analysis, and UX audit for evidence-focused design decisions.
- Designed an AR way finding application integrating UX principles for environment design; rebranded these resource spaces to mitigate primary pain points of unclear way finding and opportunity deficit.

### Visual Designer - Intern & Contractor / Atlanta, GA / Jul. 2022 - Jan. 2023

- Synthesized market trends for Creative Team to a/b test designs, maximize conversion, ad rank, and quality score for ad campaigns.
- Researched and analyzed customer feedback for Holiday 2022 campaign for Momentum and 3Q agencies.
- Leveraged design principles to develop animation style for the ShootProof subsidiary brand; increased media engagement by ~12% on social media platforms of Facebook and Instagram.

## SKILLS

- User Experience Design
- User Experience Research
- Enterprise Dashboard Design
- Human Factors for Product Design
- Usability Testing
- HTML/CSS
- UI Copy Writing
- Adobe Creative Suite
- Figma

## SERVICE

Women's Center IPV Peer Educator & Facilitator, NCSU Women's Center / Nov. 2021 - Present

NCSU SATELLITE STEM Education Camp Operations Director / May 2021 - May 2023