PRACHITI KAMLE

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Portfolio: prachitikamle.com

EDUCATION

The University of Texas at Austin – Austin, TX May 2027
Bachelor of Science, Informatics + UX Design

- **Minors**: Social and Behavioral Sciences, Entrepreneurship
- **Relevant Coursework**: UX Prototyping, Design Accessibility, Graphic Design, Human Factors/Ergonomics, Software Design (Python)
- **Organizations**: School of Computing Ambassador, Design @ UT, Women in Informatics

EXPERIENCE

IBM - San Jose, CA May 2026 - Aug. 2026
UI/UX Design Intern

- Transformed terminal text screens into **160+ web UI pages** for installation verification program (IVP) under IBM Information Management System (IMS), designed **3 unique portals**
- Conducted **3 client research sessions** to discover pain points, product enhancements, & demo redesigns
- Presented weekly updates to product, software development, design/content, and IT education teams

Adobe - San Francisco, CA May 2025 - Aug. 2025
Product Marketing Media Intern

- Launched **30+ paid media assets** for Adobe Creative Cloud, Photoshop, and Firefly on social channels
- Drove **$170K in ARR** and up to **86% uplift in return on market spend (ROMS)** through 5 global campaigns
- Developed framework to boost velocity of global GTM content on Meta, Reddit, and Google display using AI-driven solutions
- Completed weekly **user testing** and provided actionable **product feedback** to UX, product management, and software teams of Adobe GenStudio

Agile Global Solutions - Sacramento, CA Jun. 2024 - Aug. 2024
UI/UX Development Intern

- **Developed high-fidelity prototype** with full functionality for Massbuy, a third-party service connecting buyers to businesses
- Created UI, logo, and wireframing for **12 webpage screens** and accompanying pop-ups/overlays using Figma
- Presented weekly progress updates and implemented feedback from executive team in company meetings

Beats by Dr. Dre - Remote Feb. 2024 - April 2024
User Research & Brand Strategy Extern

- Conducted **15+ user interviews** and **surveys** to identify macro-consumer trends among Gen Z
- Performed and presented a brand and market **sentiment analysis** to multiple levels of colleagues
- Analyzed Beats by Dr. Dre's brand positioning and compared it to competitors using Excel charting

SKILLS

Design - Figma, Adobe Creative Cloud (Photoshop, Illustrator), Figma Make, Canva
User Research/Strategy - User surveys, Persona/journey mapping, A/B Testing, WCAG (Accessibility), GTM Strategy
Organization - Microsoft Office Suite (Excel, Powerpoint, Sharepoint), Google Suite (Drive, Sheets, Slides)
AI Tools - Claude (Design & Coworking), Copilot, Adobe Firefly, ChatGPT, Perplexity

HONORS & CERTIFICATIONS

- **CITI Social/Behavioral Research Certification** Jan. 2024
- **Seal of Biliteracy: English and Spanish**
- **Crocker Art Museum Distinguished Artist Award**