



Meet Palan

I design, travel and play soccer

 <https://meetpalan.github.io>

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EXPERIENCE

UX Design Intern / Altice USA

Apr 2019 - Sep 2019 / New York, NY

Conducted user research/testing to prototype a web app that's used to target 45 million+ households across the U.S. for brand and political advertisement campaigns

Designer / Drexel University

Dec 2017 - Jun 2020 / Philadelphia, PA

Assisted in the conceptualization and orchestration of marketing campaigns that effectively reinforce and build school's brand images and graphics

UI/UX Design Intern / Boost Linguistics

Sep 2017 - Dec 2017 / Philadelphia, PA

Designed interactions to convey concepts and messaging for an AI software that creates emotion-based content for users

Graphic Design Intern / Nestor Marketing

Jun 2017 - Aug 2017 / Mumbai, MAH

Designed deliverables that elevated, differentiated and functioned on-brand and on-strategy

EXTRA CURRICULARS

Vice President / Drexel - ACM SIGCHI

Sep 2019 - Jun 2020 / Philadelphia, PA

Creative Co-head / TEDxDrexelU

Sep 2018 - Jun 2020 / Philadelphia, PA

Student Athlete / Drexel Soccer Club

Mar 2017 - Jun 2020 / Philadelphia, PA

EDUCATION

BS, Interactive Digital Media

Minor in Human Computer Interaction

Graduated in June 2020

Drexel University / Philadelphia, PA

TOOLS

Designing

Sketch

Adobe (PS, AI, XD)

Figma

Unity

Coding

HTML / CSS

Javascript

React

Prototyping

Principle

InVision

Framer X

Flinto

SKILLS

Formative Research

User Interviews

Survey / Observation

Competitive Analysis

Generative Research

Affinity Diagramming

User Personas

Journey Mapping

Sketching

Prototyping

Summative Research

Usability Testing

Heuristic Evaluation

Cognitive Walkthrough

AWARDS

Muse Creative Award (Rose Gold)

Best Student Web Design / Resonate Music App

American Graphic Design Award

Best Student App Design / Resonate Music App