

Achal Srinivasan designer, student

PROFESSIONAL EXPERIENCE

Zebra Intelligence | UX Research

Conducted UX study for Postmates on Gen Z users. Compiled and designed research brief sent to product & marketing teams in prep for back-to-school 2017.

zebraiq.com

OwlSpark | Business Development

A member of Class 5 (S17) of Rice's startup accelerator. Worked on bizdev + market research for O&G startup. Conducted 100+ customer interviews, & lectured to accelerator on team mgmt workflows & marketing.

owlspark.com

Freelance | Digital Design

Designed pitch decks, websites, and marketing materials for high-potential, early-stage startups. References & samples of work available on request.

pendula.io

PROJECTS

Jones Business School | Research Assistant

Conducted research on pricing models and strategies for SaaS startups under Marketing Prof. Utpal Dholakia at Rice's Jones School of Business. Contributed to copy and marketing for his book *How to Price Effectively*.

utpaldholakia.com

EDUCATION

Rice University | B.A. Computer Science

GPA: 3.5 Expected Graduation: May 2020. Relevant Coursework: Web Development, Linear Algebra, Multivariable Calculus, Elements of Algorithms & Computation, Fundamentals of Computer Engineering, Statistics & Probability.

SKILLS

UX Research
Usability Testing
Visual Design
Wireframing
Copywriting
Branding
Market Research

METHODS

HTML / CSS
JavaScript
Sketch
Photoshop
InDesign

ACTIVITIES

Design For America @ Rice
Rice Entrepreneurship Club
Rice Blockchain Club

CONTACT

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