

Kali Surana

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EDUCATION

Rochester Institute of Technology | BS in Computing and Information Technologies | Concentration in Human Centered Computing | GPA: 3.88 | *May 2026*

Certifications: Google UX Design Professional Certificate, HubSpot Social Media Certified

Coursework: Designing the User Experience, Prototyping and Usability Testing, Design for Accessibility, Foundations of Human Centered Computing, Building a Web Business, System and Analysis and Design

WORK EXPERIENCE

Family Engagement Student Coordinator | RIT Parent & Family Programs | *Feb – May 2025, Jan – May 2026*

- Directed end-to-end video production across 5+ original series including Series of Queries, Hidden Gems, and Mini Mics for a 13K follower community; filmed, hosted, and edited in Adobe Premiere Pro and Canva, driving 97.8% video growth rate and 113.8% increase in watch time from 8 to 20+ hours
- Contributed to social media strategy reaching 1.4M views, 27.7K interactions, and 264% engagement growth through data-informed content planning; analyzed Meta Insights weekly to validate creative decisions and identify opportunities for improvement
- Collaborated cross-functionally with 3+ campus departments to coordinate content production, align on priorities, and manage asset workflows, producing 200+ multimedia assets across two semesters

Program Assistant Co-op | RIT Office of Project Lead The Way | *May – Dec 2025*

- Analyzed 3 to 5 years of enrollment data across 1,000+ stakeholders to surface trends and inform program planning; identified workflow improvements that eased operational strain during a high-volume cycle with reduced staffing

PROJECTS

Orbit — AI Job Search Companion | Senior Development Project, RIT | Figma, Miro, Lovable | [Case Study](#) | 2025

- Researched, designed, and prototyped an AI-powered job search platform addressing visa sponsorship transparency and application tracking; led competitive analysis against 6 platforms, conducted discovery interviews, and synthesized findings into user flows, wireframes, and high-fidelity mockups
- Designed AI-assisted features including smart job matching and sponsor likelihood scoring, translating complex technical requirements into intuitive user experiences.

Fika Mental Health App | ISTE264 Prototyping & Usability Testing, RIT | Figma, Lovable | [Case Study](#) | 2025

- Executed end-to-end design process from user research through high-fidelity prototyping; established interaction principles grounded in 3 user interviews: large single-action flows, 2-tap maximum to any crisis feature, and accessibility-informed visual language balancing user needs with technical constraints
- Uncovered a critical usability failure where 75% of participants missed an auto-dismissing alert; iterated on the interaction pattern, redesigned the component, and validated the fix through high-fidelity prototyping achieving 100% success rate. Presented design rationale clearly to course stakeholders.

Lost & Found Mobile App | VinnovateIT, VIT | Figma, Miro | [Case Study](#) | 2024

- Owned design workstream end-to-end collaborating with 4 designers and 4 developers across a 10,000+ student campus; conducted user research that reframed the core problem from discoverability to trust, translating insights into clear design recommendations and interaction flows
- Contributed to design system and visual language with component-level attention to detail; caught 4 critical usability failures before engineering handoff, achieving 100% task completion across all tested flows. Case study at kalisurana.com

LEADERSHIP & ACTIVITIES

Design Member | VinnovateIT, VIT | *Feb 2023 – 2024*

- Established VinnovateIT's visual identity system and design language using Figma and Canva; collaborated with developers to bring designs to life with high fidelity across multiple student community initiatives

Marketing Representative | AdMark, VIT | *Feb 2023 – 2024*

- Served as on-camera host and content creator for club Instagram reels overseeing end-to-end video production; coordinated AdMark's first brand activation at Gravitas '24 managing 20+ members across logistics and execution

SKILLS

Design & UX: Figma, Miro, Lovable, Adobe Creative Suite, Canva | End-to-End UX Design, User Flows, Wireframing, High-Fidelity Mockups, Interactive Prototypes, Interaction Design, Visual Design, Design Systems, Accessibility Design, Iterative Design

Research & Product: User Research, User Interviews, Usability Testing, Competitive Analysis, A/B Testing, User Personas, User Journeys, Affinity Mapping, Design Critiques, Cross-Functional Collaboration, Agile Workflows, AI Tool Familiarity

Creative & Tech: Video Production, Adobe Premiere Pro, CapCut, Meta Business Suite, Meta Insights, Google Analytics | HTML, CSS, JavaScript, ReactJS, Python, SQL