

Sameeka Prabath Rajamani

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SKILLS

- **User Research & Strategy:** Qualitative User Research, Cognitive Interviewing, Persona Development, Ecological Assessments.
- **Data & Design:** Data Translation, Multi-Layered Data Visualization, Power BI Dashboard Design, Accessible Content Strategy.
- **Domain Expertise:** Public Health Domain Expertise, Health Communications, Technical Writing, WCAG & Digital Accessibility Auditing.

EDUCATION

Georgia Institute of Technology Ivan Allen College of Liberal Arts School of Literature, Media, and Communication <i>Master of Science in Human Computer Interaction</i>	Atlanta, GA Aug. 2026 - May 2028
University of Georgia College of Public Health Morehead Honors College <i>Bachelor of Science, Health Promotion, Public Health</i>	Athens, GA Aug. 2022 - May 2026 <i>Minors: Health Policy & Management, Communications</i>

EXPERIENCE

UCB Biopharmaceuticals <i>Internal Regulatory Data Comms Intern</i>	Atlanta, GA May. 2026 - Aug. 2026
● Designed and developed an interactive Power BI dashboard to track and visualize global organizational communication plans, transforming complex timeline data into a scannable, user-friendly interface. ● Authored a comprehensive Technical Admin User Guide, establishing standard operating procedures (SOPs) for data maintenance, dashboard updates, and backend governance to ensure long-term tool sustainability. ● Engineered multi-layered data visualizations, including dynamic graphs, slicer filters, and high-level insight summaries, to streamline change management and track major corporate milestones.	
HCN Global <i>Marketing And Business Development Intern</i>	Athens, GA Jan. 2026 - April 2026
● Review the NORC maternal health financing paper and develop a plain-language summary that highlights key findings, systems-level implications, and why the research matters for maternal health in Georgia ● Write an Issue Brief on Proposition 65 to inform Business Development team on possible partnership and contracting opportunities	
UGA Franklin College of Arts and Sciences CUSP Lab <i>Health Communications Undergraduate Researcher</i>	Athens, GA Aug. 2025 - May 2026
● Conducted a research study examining the impact of visual reactances of freedom threatening and courteous gestures and their effectiveness in influencing behavior in health promotion campaigns. ● Performed a literature review, ecological assessment, surveys and cognitive interviews to analyze the skin tone and facial features of models featured in health campaigns.	
Boys and Girls Clubs <i>Resource Development and Strategic Communications Intern</i>	Atlanta & Athens, GA Nov. 2024 - Dec. 2025
● Aided with the creation of the 2025 annual report through copywriting and graphic design, successfully communicating the center's mission and impact ● Conceptualized video content through the creation of 5+ storyboards in Canva, contributing to dynamic communication campaigns	
Programs and Innovations Content Writer Intern (Corporate)	Jun. 2025 - Aug. 2025
● Translated organizational research and data into a comprehensive, evidence-based Health and Well-being Programming Toolkit ● Wrote content for a Trauma-Informed Practice guide, focusing on how sustainable TI Practices can be integrated into youth centers	
Yumlish <i>Communications Intern</i>	Remote Jan. 2025 - May 2025
● Conducted in-depth research on health issues to curate strategic blog topics, aligning with specified user personas to develop impactful B2B blogs for healthcare providers ● Authored 10 evidence-based blog posts, specifically highlighting health disparities and promoting health equity within historically marginalized communities	
UGA College of Agriculture & Environmental Sciences <i>Undergraduate Writer</i>	Athens, GA Dec. 2023 - Aug. 2024
● Conducted 159 Accessibility Audits on UGA Extension County Websites, including recognizing areas for improvement and writing alt text ● Wrote 7 articles on new research and events, supplementing them with interviews from students and industry professionals	

CAMPUS INVOLVEMENT

UNICEF at UGA <i>President</i>	Athens, GA Aug. 2022 - May 2026
● Lead organization with 30+ members, fundraising \$1000+ per semester with organization through campus social events	
UGA Medical Business Association <i>President</i>	Athens, GA Aug. 2023 - May 2026
● Lead organization of 50+ members, creating member focused events such as resume workshops and professional panels and consulting case prep workshops	
UGA Stethoscope Magazine <i>Writer, Communications Director</i>	Athens, GA Aug. 2023 - May 2026
● Responsible for writing articles, showcasing writers through social media, and designing website	