

REKHA WULFEKUHLE

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EDUCATION

Georgia State University, J. Mack Robinson College of Business

Atlanta, Georgia

Bachelor of Business Administration/ Computer Information Systems

May 2026

GPA: 3.62 / 4.00

Honors/Awards: President's List (3 Semesters), Dean's List (3 Semesters)

Scholarships: Hope Scholar (Full ride value at \$40,000)

Relevant Coursework: Introduction to Computer Information Systems, Introduction to Programming, Product Development, Database Management Systems, Managing IT Projects, Data Management for Ai, Machine Learning Analytics, Systems Analysis

Upright Education, UX/UI certified | **Portfolio:** <https://rekhawulfekuhle.com/>

EXPERIENCE

Vecam

Alpharetta, Georgia

UX/UI & Customer Success Intern

May 2025- August 2025

- Designed a gamified onboarding app to help new hires stay engaged and productive, featuring task tracking, progress rewards, and manager feedback; led end-to-end design with competitive analysis, user journey mapping, user flows, site architecture, and personas
- Supported 200+ contract renewals in Salesforce by conducting 15 phone calls per day to custom align solutions directly to customer needs, which increased customer renewal rates by 4.2%
- Mentored by Vecam's UX/UI Lead and Senior Director of Employer Brand on design strategy and employee experience

Upright Education

Kennesaw, Georgia

UX/UI Certified

July 2024 – January 2025

- Conducted research based upon behavioral data on formulative E-Commerce transactions, website activity, and personifications, identifying an inefficient checkout process for Inspire Alliance Kitchen, and built a unified restaurant app integrating multiple brands into one seamless ordering experience, which would decrease the checkout time by 2 minutes on average
- Worked with client's problem that potential clients had difficulty finding service information quickly, lacked an easy way to schedule demos, and were discouraged by outdated design and unclear navigation, and developed a built-in demo-scheduling calendar to streamline the booking process and increase client conversions
- Conducted behavioral research on how advertisements affect the TV streaming experience, identifying the latency between TV ads and the subsequent Google search through a mobile device regarding the ad, and designed a prototype to integrate streaming and shopping onto the TV, providing an elevated easy-access shopping experience

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Hack ATL Hackathon

Atlanta, Georgia

Finalist

June 2024

- Designed a Pokémon Go - inspired mobile app within 48 hours that used gamified, location-based challenges and rewards to promote real-world exploration, eco-friendly travel choices, community connections, and drive traffic to local businesses
- Utilized Figma, market analysis, public speaking, and product development to build and present a prototype to 13 industry experts

Delta Zeta Sorority

Atlanta, Georgia

VP of Membership | Public Relations Chair

September 2022 – Present

- Raised \$5,000 for Starkey Hearing Foundation, a provider of hearing aids, rehabilitation, and audio therapy for the hearing impaired
- Managed 3 social media accounts and created 79 pieces of content, utilizing effective messaging to connect with community
- Led recruitment efforts by organizing events, training 2 teams, and implementing strategies to optimize engagement and retention
- Implemented and configured member management and event coordination apps (Flare, OurHouse) to fit Delta Zeta's recruitment and communication needs, streamlining scheduling, announcements, and attendance tracking
- Trained and prepared 38 members in communication, professionalism, and confidence, recruiting 20 new members across Spring and Fall 2025, resulting in a 52% membership increase and Delta Zeta becoming the largest chapter at Georgia State University

Women in Technology

Atlanta, Georgia

Member

September 2024 – Present

- Building technical skills and fostering professional connections within the tech industry

OTHER SKILLS & INTERESTS

Technical: Figma, Adobe Illustrator, InDesign, Photoshop, Python, Tableau, Microsoft Excel, Word, PowerPoint, YouTube, iMovie

Interests: Mountain Hiking, Cooking, Interior Design, Crafting Espresso & Matcha Beverages, Thrifting, Pilates, Running