

# Grant Everist

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## EDUCATION

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### University of North Carolina

- Morehead-Cain Scholar
- Behavioral Economics and Design; Engineering; Politics, Philosophy, and Economics

Chapel Hill, NC  
August 2017 - June 2021

### NOLS • National Security Language Initiative for Youth (Morocco) • El Camino de Santiago

## PROFESSIONAL EXPERIENCE

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### Veera

Co-founder, Chief Technology Officer

- Working with the Indian government to empower rural farmers by affording them access to sustainable cold storage, irrigation, water sanitation and more
- Overall and Social Enterprise winners of the 2018 and 2019 Carolina Challenge Pitch Party (1k)
- Selected to join CUBE, UNC's Social Innovation Incubator (5k)

Chapel Hill, NC  
October 2017 - Present

### South African Education Project

Web Design Intern

- Completely overhauled SAEP's SA and US websites: conducted user interviews, developed UX wireframes, conducted user testing, and developed a polished new website

Cape Town, South Africa  
September 2019 - November 2019

### rePurpose

Behavioral Insights Intern

- Social enterprise combatting plastic waste through personalized plastic offsets
- Organized customer journey revamp, used behavioral science to drive increases in acquisition, conversion, and referral
- Led design work including apparel, badges, and certificate of going #PlasticNeutral
- Collaborated on marketing campaigns carefully targeting eco-conscious US populations

Bangalore, India  
July 2019 - September 2019

### Hábitat para la Humanidad Argentina

Communications Intern

- Headed design campaigns, represented HPHA at an international design conference
- Worked daily in Spanish, including interviewing, presenting, leading orientations, translating, and leading brigades of local and international volunteers on build sites

Buenos Aires, Argentina  
May 2018 - August 2018

## UNIVERSITY INVOLVEMENT

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### NC Fellows

Fellow

- Selected to be a part of a three-year, cohort-based program designed to foster self-aware and emotionally intelligent leaders in the UNC community

University of North Carolina  
March 2018 - May 2021

### New Clear Designs

- UX, web and graphic design work for friends, clubs, social startups, local businesses, and causes that I believe in. Clients include The Purple Bowl, The UNC Institute of Politics, Carolina Beekeeping Club, Loop, and more

University of North Carolina  
August 2018 - Present

### Institute of Politics

Fellow's Aid

- Organizing and participating in weekly forums and discussions led by key political figures and thinkers including former senators, governors, and presidential advisors

University of North Carolina  
September 2017 - Present

## SKILLS & STRENGTHS

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- Languages: English (native), Spanish (fluent), Portuguese (novice), Arabic (novice)
- Technologies: Adobe Illustrator, Photoshop, XD; Google Drive; Figma