

Jarry Fall

201-467-6039 jmf805@nyu.edu www.linkedin.com/in/jarryfall <https://jarryfall.vercel.app/0/home>

SUMMARY:

With four years of experience in project management, ui/ux design, user research, product design, web design, content creation and social media management, I believe I am an ideal candidate for a variety of design roles.

CORE COMPETENCIES:

Project Management	IT Management and Support	Process Improvement
Data Analysis/Research	Budget and Financial Reporting	Problem Solving
Collaboration/Team Development	Strategy/Implementation	Novel Designing

EDUCATION:

New York University (NYU), New York, NY. Expected Graduation Dec 2024
Master of Science in Computing, Entrepreneurship and Innovation

Drew University, Madison, NJ. Graduated May 2023
Bachelor of Science in Computer Science, Minor in Dance- 3.6 Cum Laude

NEW YORK UNIVERSITY RELEVANT COLLEGE EXPERIENCE 2023-Present

UI/UX Designer, User Experience Researcher, Product Designer, Project Manager, Web Designer
BrandFluence

- Engineered a budget-friendly purchasing app, addressing user challenges influenced by social media, and facilitated influencer collaborations for sustained engagement in the dynamic social media landscape
- Captivated investor interest by aligning the app with market trends, implementing AI and data analytics to offer brands a data-driven strategy for enhanced customer engagement

Beesafe

- Developed an app in response to the continuous increase in crime rates, aiming to address the limitations of traditional neighborhood watches by digitizing safety efforts
- Innovatively addressed safety challenges through gamification

InfluenceConnect

- Developed a pioneering platform fostering authentic collaborations between influencers and brands, reshaping the influencer marketing landscape for highly effective partnerships
- Established a recommendation score matrix based on data-driven insights to optimize influencer-brand pairings, showcasing strategic insights into collaboration potential

New York University at Google

- Invited to NYC Google office for an exclusive event where I engaged in thought-provoking discussions on technology trends
- Leveraged the opportunity to network with professionals at Google and gained valuable connections and exposure within the tech industry

Figma Private Workshop at New York University

- Networked with educator “Miggi from Figgi” and mastered advanced design techniques and prototyping skills

DREW UNIVERSITY RELEVANT COLLEGE EXPERIENCE 2020-2023

UI/UX Designer, User Experience Researcher, Product Designer, Project Manager, Web Designer

Cross Listed Courses for Student Success requested by Computer Science Department

- Wrote an application that would allow students and faculty to browse and filter the courses
- Designed web templates and coded the course attributes as well as the prerequisites page

Email Notification Upgrade

- Utilized Visual Studios, Visual Studio Code, Jira Software, and Python
- Utilized DigiClips to fix email alerts and Digi-Fronted localhost
- User friendly with Media Analytics and Administration of the system

Human Centered Design(UI/UX Design): Improving Online Learning

- Created a template for an app on how we could improve online learning at universities
- Used human centered design while identifying opportunities for refinement
- Created the user experience template and the business model plan

PROFESSIONAL EXPERIENCE:

Web Designer, Drew University. Oct 2019-May 2023

- Designed the library's website and catalog for undergraduate, graduate, and theological students
- Provided undergraduate, graduate, and theological students with administrative support

Community Advisor/ Residential Assistant (RA), Drew University. April 2020-May 2023

- Cultivated community by coordinating and hosting events
- Trained the other RA's on the school's new database system

Researcher for Computational Sensing for Human-Centered AI, Rochester Institute of Technology
May-July 2022

- Utilized electrodermal activity and machine learning models to recognize different cognitive stressors
- Used iMotions Software and the Empatica E4 wristband to capture data
- Wrote a research paper utilizing OverLeaf
- Optimizable K-Nearest Neighbors machine learning model and MATLAB to analyze data

Intern for Research Exposure in Socially Relevant Computing, Syracuse University Dec 2021-Jan 2022

- Attended workshops supported by Google Research and the National Science Foundation
- Networked with professors in the technology field

Project Manager and Content Creator for Black Dance Stories, Drew University September 2020-May 2022

- Posted and curated weekly content for YouTube Channel, Instagram and Twitter page
- Created graphic design images for the company's social media
- Researched articles and wrote journal entries about black artists to feature on social media

Instructional Technology Center Chat Representative, Drew University April 2020-May 2021

- Assisted undergraduate, graduate, theological students and professors with any IT questions such as website-based services; Student/Faculty Accounts, Mail, Drive, Calendar, Banner, and Moodle

TECHNICAL SKILLS/ LANGUAGES/ AFFILIATIONS

Technical Skills: Python, Java, JavaScript, React.js, C++, SQL, HTML, CSS, Github, Figma, Dribbble, Adobe Photoshop, Adobe InDesign, Moodle, Canva, iMovie, CapCut, Visual Studios, Visual Studio Code, Jira Software, DigiClips, MATLAB, OverLeaf, iMotions, Facebook, Instagram, Tiktok, Twitter, YouTube, Snapchat.

AFFILIATIONS:

Women in Computing (WinC): Website/ UI/UX Designer

Girls Who Code Outreach Chair: Produce an online newsletter and maintain corporate contacts

Tech@NYU Project Coordinator: Running weekly group project meetings and facilitating tutor applications

Pulse Dance Project Publicity Chair: Company Dancer/Social media and website account management

New York University African Student Union: Media Committee

AWARDS/RECOGNITION

Joe Biden Presidential Volunteer Service Award (Silver), Youth Ambassador Awards, RESORC Scholarship, Patenaude Award (Drew University), Rodney M. Gilbert Award, Dean's Scholarship, Vice President of French National Honor Society, National Honors Society, French Honor Society.