ALISHA GOEL
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EDUCATION

New York University, Tandon School of Engineering, New York, NY
Dean's List 2021-2022, 2022-2023
Full scholarship
Bachelor of Science, Computer Science and Integrated Design and Media

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EXPERIENCE

Strategic Communications Intern, **NASA**   January 2025 – May 2025
- Developing compelling articles, infographics, and multimedia content to showcase NASA's cutting-edge wind tunnel testing capabilities
- Crafting a strategic public relations plan to elevate NASA's wind tunnel portfolio and attract industry partnerships

Multimedia Editor, **Washington Square News**, New York, NY   May 2022 – March 2024
- Led a team of 7+ editors, 20+ photographers and 10+ staff illustrators to produce high-turnaround multimedia for the newspaper every day
- Managed daily production and editorial decisions including critique, photo essays, web layouts, captions and graphics
- Shot and edited photographs for a variety of social and cultural news articles across multiple different columns
- Combined storytelling and communication skills to collaborate with editors to create engaging and interesting articles for readers of the newspaper

News and Features Writer + Photographer, **New York State Music**, New York, NY   May 2024 – September 2024
- Covered and reported breaking news across various genres with quick turnaround times
- Produced and photographed in-depth long-form feature articles on concerts/artist interviews

Software Engineer Intern, **Publicis Sapient**, New York, NY   June 2024 – August 2024
- Developed a retail ad management system for 2,000+ stores in North America using agile development processes
- Designed effect UX mockups and consulted clients on technical projects
- Leveraged cloud services like Azure and full-stack coded in Spring framework, MongoDB, HTML/CSS/JavaScript and React

Team Lead, **NYU Augmented Library Team**, New York, USA   January 2022 – December 2024
- Supervised both the iOS and Android teams containing 30+ programmers at NYU's Augmented Library to create an interactive AR app
- Created both teams' applications from scratch including UI/UX, backend database, AR integration and general interface
- Intensively designed multiple 3D models singlehandedly using Blender and Adobe Dimension
- Researched new and upcoming AR/VR to integrate into the app seamlessly

UI/UX Intern, **Pariah Interactive**, Brooklyn, NY   September 2022 – December 2022
- Designed and conceptualized a visually creative and immersive User Interface for a narrative-driven platformer game titled 1000 Deaths
- Developed a fast live-time updating database parsing system for Kinfolk to quickly analyze trends and integrate into a TIME Magazine AR app
- Worked strategically with developers and marketing to create viable UI solutions, pitch decks and social media content

Software Intern, **Epic for Kids**, Redwood City, USA   May 2022 – August 2022
- Designed a payment querying feature for the developer and customer care website to quickly and easily diagnose issues pertaining to customer transactions
- Extracted relevant data from over 50 databases and consolidated it in this webpage for efficiency and streamlined workflow
- Coded the web page using PHP, MySQL, and HTML

SKILLS

- **Technical**: Python, SQL, C++, SwiftUI, HTML, CSS, JavaScript, Figma, Photoshop, Lightroom, Illustrator, InDesign, Premiere Pro, Adobe Dimension, GameMaker, Unity, Assembly, MongoDB, React, Azure, Wordpress and Microsoft Suite
- **Languages**: English (Fluent) and Hindi (Fluent)