

# Anissa Rashid

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## EDUCATION

### University of California, Berkeley

B.A. Data Science

B.A. Economics

2017-2021

## COURSEWORK

- Structure and Interpretation of Computer Programs
- Data Structures and Algorithms (Summer 2019)
- Principles and Techniques of Data Science
- Econometrics
- Prototyping and Fabrication (Summer 2019)
- Web Design, Brand Identity and Graphic Design
- Foundations of Data Science (Lab Assistant)

## SKILLS

### TOOLS

- Adobe Illustrator, Photoshop, Lightroom, Premiere Pro, XD

### CODE

- Python, Java, SQL, HTML/CSS, JavaScript/jQuery

### DESIGN

- Low/Hi Fidelity Prototyping
- Wireframing
- Design thinking
- User research, journey mapping
- Photography, videography
- Branding, visual design
- Social Media Management

## INTERESTS

User Interface design

Product design

Creative direction

Brand Identity

## EXPERIENCE

### BARE Magazine Jan 2018-Present

*Creative Director*

Guiding the creative direction and the creative team of 25 members for BARE - UC Berkeley's premier arts and fashion publication. Conceptualizing a cohesive theme that can support four print shoots for each issue, hiring new staff, collaborating with brands and retailers, motivated team planning from ideation to shoot days, and building an inclusive, progressive, and ethical brand for BARE.

### SUPERB Productions Aug 2019-Present

*Marketing Intern*

Creating and promoting SUPERB events through marketing campaigns for 60+ large-scale, low-cost events and using data analytics to attract attendees. Spearheading new branding guidelines for social media platforms, designing new merchandise, coordinating event ticket giveaways, and producing high quality content for 5 social media platforms.

### BAMPFA Student Committee Jan 2019-Present

*Marketing Intern*

Oversaw social media posts, designed new post guidelines, created flyers and event graphics for student-led events sponsored by the Berkeley Art Museum and Pacific Film Archive.

### CAL American Civil Liberties Union Aug 2017 - Jan 2018

*Education Director*

Spearheaded ten campus-wide educational workshops on constitutional rights regarding issues with sexual harassment, voters' rights, immigration, and free speech. Chaired a committee of 15 members, and executed a club reform to restructure the organization, enhanced campus presence and club member retention by 50%.

### Auxin Solar May 2018 - July 2018

*Operations Intern*

Auxin Solar is a tier 1 OEM of solar panels and racking systems. Redesigned company website with WordPress, doubling online customer awareness. Streamlined organization system for financial records in Microsoft Excel, redesigned solar module production instructions with Adobe InDesign, and designed promotional material to send to hundreds of clients with Mailchimp.