

# Anissa Rashid

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## EDUCATION

### University of California, Berkeley

Aug 2017- May 2021

B.A. Data Science

B.A. Economics

Certificate in Design Innovation

## COURSEWORK

- Data Structures and Algorithms
- Principles and Techniques of Data Science
- Econometrics
- Prototyping and Fabrication
- Web Design
- Brand Identity and Graphic Design
- Foundations of Data Science (Lab Assistant)

## SKILLS

### TOOLS

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

### CODE

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

### DESIGN

- Branding
- UI/UX Design
- Graphic Design
- Photography

## INTERESTS

Product design  
Creative direction  
Coffee brewing  
Collaging

## ORGANIZATIONS

### BARE Magazine | Creative Director

Jan 2018 - Present (Berkeley, CA)

Leading the creative direction and the creative team for UC Berkeley's premier arts and fashion publication. Conceptualizing a cohesive theme that can support four print shoots, hiring new staff, collaborating with brands, motivating team planning from ideation to shoot days.

### SUPERB Productions | Marketing

Aug 2019 - Present (Berkeley, CA)

Creating and promoting SUPERB events through marketing campaigns for 60+ large-scale, low-cost events. Building new branding guidelines for social media platforms, designing new merchandise.

### BAMPFA Student Committee | Design

Jan 2019 - Present (Berkeley, CA)

Managing social media posts, designing print and digital graphics for student-led events sponsored by BAMPFA.

### CAL American Civil Liberties Union | Education Director

Aug 2017 - Jan 2019 (Berkeley, CA)

Chaired a committee of 15 members and spearheaded ten campus-wide educational workshops on constitutional rights regarding issues with sexual harassment, voters' rights, immigration, and free speech.

## EXPERIENCE

### Comal | Host

May 2019 - October 2019 (Berkeley, CA)

Greeted guests, organized reservations, updated menus using InDesign, communicated with kitchen staff and management to ensure customer satisfaction.

### Auxin Solar | Operations Intern

May 2018 - July 2018 (San Jose, CA)

Redesigned company website with WordPress, doubling online customer awareness. Redesigned solar module production guides with InDesign, and designed digital marketing assets.