

EDUCATION

University of North Carolina at Chapel Hill

Expected May 2027

Information Science B.S., Minor in Media and Journalism

HONORS AND AWARDS

- Honors Carolina Program - Highly competitive, four-year academic program enrolling 10% of each class
- Accelerated Research Program
- Pearl Hacks Winner "Let's Improve Customer Experience" prize sponsored by Genesys (2-day Hackathon)

PROJECTS

UX/UI Bootcamp – Chapel Hill, NC

Sep. 2024 – Nov. 2024

- Completed an intensive 11-week program focused on user-centered design principles to deliver client-ready solutions
- Prototyped 5 comprehensive UX case practices including user research, topography, detail within wireframes

Responsive Web Development: Scrolling Navigation Portfolio

Sep. 2024 – Oct. 2024

- Designed and developed a responsive personal website using HTML, CSS, and JavaScript
- Implemented a scrolling navigation system to enhance user experience and allow seamless navigation through sections such as classes, interests, and contact information
- Integrated interactive elements and external resources to provide a dynamic and engaging user interface

Pearl Hacks – Chapel Hill, NC

Feb. 2024

- Led a 4-person team at Pearl Hacks to develop innovative solutions, demonstrating strong problem-solving, flexibility, and ability to thrive in 2-day competition amongst 72 teams
- Conceptualized and developed "Homes for Heels" website demo using Figma, HTML, and CSS
- Created an organized, interactive platform that showcased and focused on user-friendly applications to connect international students with local Tar Heels

EXPERIENCE

Campus Closet – Chapel Hill, NC

Oct. 2024 – Present

Marketing & Social Media

- Develop a comprehensive social media strategy for a peer-to-peer clothing rental startup serving 30,000+ UNC students
- Direct data-driven content strategy focused on sustainable fashion, leveraging Meta and LinkedIn analytics to track KPIs and boost brand awareness among the university audience

EpicHire – Raleigh, NC

Aug. 2024 – Nov. 2024

Apple Vision Pro Product Management Intern

- Engineered and implemented feature prototypes using Figma, contrasting wireframes to improve the ease of use and navigation of the Apple Vision Pro launch
- Conducted a comprehensive SWOT analysis for product requirements, identified spatial computing market competition, and facilitated cross-functional communication with teammate

LEADERSHIP AND COMMUNITY INVOLVEMENT

Kappa Theta Pi – Chapel Hill, NC

Feb. 2024 - Present

Marketing Chair

- Lead social media strategy as Marketing Chair, creating engaging content to boost organization visibility and member engagement while spearheading merchandise design for fall and spring semesters
- Demonstrate strong project management skills through proactive planning and execution of merchandise campaigns while actively participating in professional development initiatives within the organization

TECHNICAL SKILLS

- Programming: Python, HTML, CSS, JavaScript
- Tools: Figma, Adobe Illustrator, Excel, Microsoft Word
- Languages: English, Spanish