Ariya Feng

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Education

Cornell University May 2021
B.S. Information Science, Concentration: UX Design
GPA: 3.91, Honors: *magna cum laude*

Experience

Red Ventures Digital Design Intern   June 2021 – Aug 2021 | Remote
Conducted UX research and helped design products for a global digital media company.
- Collaborated with business and marketing teams to understand user behavior and collect user feedback for products in the education vertical (mylantern.com, bestcolleges.com, thebestschools.org).
- Developed user feedback reports and provided design iteration recommendations to a team of designers and developers to enhance the comparison tool feature.
- Built personalized digital experiences through qualitative research and analysis.

CivicRX Graphic Designer   June 2020 | Remote
- Facilitated get out the vote campaign for doctors and patients by partnering with Dr. Sejal Hathi's initiative and TurboVote.
- Created graphic assets for Massachusetts General Hospital.

Joint Quantum Institute UI Designer   May 2019 – Sept 2020 | Remote
- Redesigned quantum physics resource site to improve usability and accessibility for nontechnical audience, increasing average session duration from under one minute to 2:50 minutes and number of monthly visitors by 44%.
- Created visual animations and graphics based on user feedback to supplement textual content.

AguaClara Cornell Public Relations Lead   Sept 2019 – March 2020 | Ithaca, NY
- Partnered with engineering, product design, and business teams to identify and develop methods for maintaining and growing 21 gravity-powered water treatment plants across 3 countries.
- Fostered social media presence to expand AguaClara's reach within Cornell and the global community, growing membership from 80 to 100+.
- Created audiovisual content to support the Giving Day Campaign, leading to 97% of initial fundraising goal.

What Makes Me Beautiful *Author and Illustrator*   June 2017 | Washington D.C.
- Wrote, illustrated, and published *What Makes Me Beautiful*, a children's book promoting diversity as the 1st place winner of B'nai B'rith International's *Diverse Minds Writing Challenge*.
- Printed and donated 5,000 books to local D.C. libraries.

Skills

Design: User research, user persona, storyboarding, wireframing, prototyping
Tools: After Effects, Illustrator, Photoshop, Figma
Code: HTML/CSS, Java, Python, JavaScript, R