CLAY FAIRBANKS

clayafairbanks@gmail.com

https://clayfair.github.io/clay-repository/

610.996.0553

EDUCATION

The Wharton School
May 2017
B.S. Economics & Management

The University of Pennsylvania
July 2018
Full-stack web development
coding bootcamp

SKILLS

Design
Sketch
Photoshop
Balsamiq
Bootstrap 3

Development
JavaScript
HTML/CSS
Node.js
MYSQL

ACTIVITIES

PennApps Accelerator Fellowship,
Wharton Undergraduate Energy
Group, Mortarboard Honors Society,
Robeson Cooper Scholar, BWUA

EXPERIENCE

Wharton Sports Business Academy, Head RTA
Summer 2017 | Philadelphia, PA
- Directed team of 10 assistants, 100 intl' students

FOMO! app, Co-founder + Lead Designer
Fall 2015 – Winter 2016 | Philadelphia, PA
- Raised $40,000, wrote business plan.
- Led user research, developed product wireframes, designed high fidelity mockup + final user interface.
- Wrote feature specifications, managed software development (in-house and outsourced).
- Won Weiss Tech House Elevator Pitch (Audience Choice).
- Garnered 1,000 daily active users.

RedCup app, Co-founder + Lead Designer
Fall 2012 – Fall 2015 | Philadelphia, PA
- Wrote business plan, incorporated LLC, recruited founders.
- Led user research, developed product wireframes, designed high fidelity mockup + UI, redesigned v2.0.
- Created top user acquisition marketing channel that led to 2,500 downloads in first weekend (CPI of 17 cents!)
- Garnered 2,000 daily active users (>25% market share).
- Won and participated in PennApps Accelerator Fellowship.

UPenn Mixed Methods Research Lab, Assistant
Winter 2013 – Fall 2015 | Philadelphia, PA
- Trained in traditional and innovative mixed methods research skills including ethnography, cultural consesus analysis, visual methods, qualitative GIS, interviewing for individuals + focus groups and NVIVO coding software.