CLAY FAIRBANKS

clayafairbanks@gmail.com

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

610.996.0553

EDUCATION

The Wharton School
Sept 2012 – May 2017
B.S. Economics, Management

The University of Pennsylvania
Winter 2017 – Summer 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, led user research, designed UX/UI, hosted private beta of 1,000 UPenn students and led Brand Manager Program: an 8-week internship experience that guided 64 university students' interests in entrepreneurship via marketing competitions, design critiques and networking events at FOMO! hq. Won Weiss Tech House Elevator Pitch Competition and participated in StartUp Den's Incubator.

RedCup app, Co-founder + Lead Designer
Fall 2012 – Fall 2015 | Philadelphia, PA
Led user research, developed product wireframes using Balsamiq, designed high fidelity mockups using Sketch, managed outsourcing of software development overseas. Launched beta product on IOS and marketed exclusively to UPenn to the tune of 2,500 downloads in first weekend. Garnered 2,000 daily active users (>30% 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.