Darya Daneshmand

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EDUCATION   **EXPECTED GRADUATION DATE:** JUNE 2023

Northwestern University   **Cumulative GPA:** 3.61/4.00
B.A. in Neuroscience & Journalism, Certificate in Design   **SAT**: 1530/1600
M.S. in Engineering Design Innovation (Sept 2023 - Dec. 2024)

Relevant Coursework: Interdisciplinary Design Projects, UX Design, Data Analysis & Visualization, AI Art Generation for Journalism, Bio. Foundations of Speech & Music, Physiology

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LEADERSHIP & EXTRACURRICULARS

Mayfest Productions | Evanston, IL   October 2020 – Present
Co-Director of Promotions
- Direct the design and distribution of all promotional material to 12,000+ Dillo Day music festival attendees
- Delegate projects to teams of designers, strategists, & copywriters
- Execute brand strategy and orchestrate engaging campaigns
- Build brand guidelines for use internally and by festival sponsors including Coca-Cola and Shake Shack

Northwestern Undergraduate Research Journal | Evanston, IL   October 2020 – October 2022
Online Team Managing Editor
- Designed original video publication dedicated to summer research grant recipients and their theses
- Solicited, reviewed, and managed the peer-editing process for the publication of 35 research theses

Shedd Aquarium | Chicago, IL   September 2021 – March 2022
Snail Tracker Project Team Member
- Performed research, including literature reviews and expert sources, on the tracking of Queen Conch snails in Florida to determine the most effective placement of Marine Protected Areas (MPAs)
- Prototyped a redesigned snail tracker that accurately converts accelerometer data to directionality
- Received $1,000 in grants from the Norman Design Fund to research at in-person lab in Miami

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PROFESSIONAL EXPERIENCE

Treatment Magazine| Chicago, IL   June 2021 – December 2021
Neuroscience Research Columnist
- Conducted column providing 25 weekly updates for clinicians and industry professionals
- Collected and refined data from 15 neuroscientific research articles to develop data visualizations using 5 data analysis and design software platforms for articles
- Directed an independent project for a virtual art gallery showcasing artists in recovery

Ford Engineering Design Center| Evanston, IL   January 2021 – December 2021
Shop Trainer (Work Study Job)
- Trained teams of up to 15 engineering students in shop skills cutting and wood & metal manipulation
- Oversee activities during open hours to provide guidance for student projects and executed safety protocol

humanID| Cambridge, MA   June 2021 – September 2021
SEO Technical Content Team Intern (Remote)
- Peer edited and wrote 4 articles for an audience of business administrators and users on cybersecurity, data privacy and recent innovations within the tech industry; Answered questions on off-site forums

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SKILLS & INTERESTS

Technical Skills: Photoshop, Illustrator, InDesign, Figma, Rhino (CAD), HTML, CSS, JS, Final Cut Pro
Interests: Biomimicry, Digital Art, Anatomical Sketching, Chess, Freediving, Hiking, Comic Writing, Philosophical Fiction, Hiking, Open Water Diving (PADI Certified)