

DEFNE DEDA

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EDUCATION

Northwestern University: Weinberg College of Arts and Sciences

Bachelor of Arts Degree, Computer Science | Minor in Psychology, Segal Design Certificate | GPA: 3.75/4.00

Evanston, IL

June 2025

PROFESSIONAL EXPERIENCE

Mayfest Productions | Evanston, IL

October 2020- Present

Co-Chair of Mayfest Productions (2024-2025)

- Directed an 18-member executive board within a 100+ member organization, managing the largest student-run music festival in the U.S., attended by over 12,000 people.
- Managed a \$500,000 budget, coordinating logistics, branding, and community relations.
- Oversaw festival operations, including two stages featuring 15 artists performing over 9.5 hours.
- Spearheaded public relations resulting in features in national media including Billboard Magazine and Chicago Tribune.
- Partnered with the City of Evanston and university administration to ensure event safety and success.
- Conducted crisis management when the headliner canceled the day before, booking a replacement act in less than 24 hours.

Co-Director of Promotions (2023-2024)

- Led a team of 15 to manage branding strategies and sponsorship partnerships, such as Nyx, Bumble, and more.
- Coordinated artist announcements, sponsorship posts, and lineup posters, ensuring brand consistency, contract compliance, and seamless communication with talent agencies for marketing approvals.
- Optimized the merchandise production process by transitioning away from third-party vendors, enabling full oversight and control from concept to completion.

Lead Brand Designer (2022-2023)

- Created a brand book featuring brand management strategies, including typography, color palette, and assets.
- Analyzed engagement data and thus implemented social media strategies such as interactive posts that resulted in 75% more engagement in the short term and 260% more engagement in the long term.
- Collaborated with InkTank Merchandise to design clothing items to be sold, which generated \$10k revenue.

Amazon | Chicago, IL

March 2024- June 2024

Digital Product Development Intern

- Conducted user research and design for features enhancing accessibility and usability for older adults.
- Developed high-fidelity Figma prototypes for an accessibility-optimized shopping flow based on universal design principles, which became the foundation for the feature set launched in June 2024.
- Collaborated across disciplines to launch tools that improved user satisfaction and brand inclusivity.

Novus Writer | Boston, MA

July 2023- September 2023

Technical Intern

- Conducted sentiment analysis on user-generated text using training data from the Stanford Sentiment Treebank to support product development at an AI startup focused on content creation.
- Developed an AI-powered text completion web application that supports efforts to enhance automated content generation.

DEDA Designs | Remote

June 2022- Present

Founder, Freelance Designer

- Began working as a freelance designer and branding consultant as a rising sophomore, advising on 7 projects such as logo design, branding direction, UI design at 5 clients to date, including Jade Creative, Arma-da Textile, and Arycanda Hotels.
- Collaborated with a software developer to rebrand CRACO, which is an accessible and comprehensible configuration layer for Create React App, downloaded by 1.8 million users per month by making an appropriate logo and a brand book.

LEADERSHIP

Co- Director of Computer Science Mentorship Program

June 2024- Present

- Recruited 100+ Northwestern students as mentors and mentees, matching them programmatically to ensure group quality.
- Created a resource website for all undergraduate computer science students, currently used by 200+ Northwestern students.

White Space Product Development Challenge

February 2023- April 2023

- Conducted research on the challenges surrounding the use of slings in hospitals, identifying issues for nurses, insurance companies, and bariatric patients themselves; compiling the findings into a 35 page presentation..
- Designed and developed a new bariatric sling that addressed these challenges, winning third place overall and a \$1000 prize in the White Space Product Development Challenge.

SKILLS

- Programs:** Adobe Creative Cloud (Photoshop, Illustrator), Sketchbook Pro, Canva, Figma, Procreate.
- Technical Languages / Frameworks:** Python, R, RStudio, C, C++, Unix, Google Colab, FastAPI, Git, SQL.
- Languages:** Turkish (Native), English (Fluent), Spanish (Conversational).
- Interests:** NYT Games, Painting, Crafting, GoodReads & Beli enthusiast.