

ESTÉE GOEL

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EDUCATION

Carnegie Mellon University

August 2020 - May 2024 | Pittsburgh, PA

Bachelor of Science in Economics

Additional Major in Human Computer Interaction

Minor in Design

AWARDS & HONORS

Omicron Delta Epsilon Honor Society

Senior Leadership Recognition Award

Dean's List High Honors

Student Body President - MHS

SRAA Rowing National Champion

LEADERSHIP

President, Women's Team Captain, Secretary - Carnegie Mellon Rowing Team

August 2020 - May 2024

- Restructured/rebranded team, launched & spearheaded effort to transition Rowing from club to NCAA varsity sport
- Grew membership from 14 to 50+, retention from 10% to 80%, medals from 0 to 35+

CFO, Recruitment Director, 3x Room Chair - Kappa Alpha Theta Fraternity

October 2020 - May 2024

- Created & managed \$90,000 annual budget, including reimbursements, payment plans, and all funding
- Executed logistics/programs for off-site recruitment training of 80+, recruited 30+ new members from 300+ PNMs as part of leadership team
- Directed & built interior room of multi-story booths over 6 mo. 3x from 2022-24

VP Marketing/PR -

Equilibrium - Society for Women in Economics

September 2020 - May 2023

- Grew social media/campus presence by 50+%, Solo-hosted alumni panel for students of CMU graduates in Economics from 3 countries

SKILLS

Software:

HTML + CSS

Figma

Adobe CC

Javascript

Python

AutoCAD

Revit

R & RStudio

Other:

Design Thinking

Transformative Leadership

Team Building

Rapid Prototyping

Web Design

Data Analysis & Visualization

Visual Design

User-Centered Products



estee-goel.github.io/portfolio/



linkedin.com/in/estee-goel

EXPERIENCE

Nor Design - UX Designer

January - May 2024

- Revamped user experience for Nor's digital archive by introducing innovative design strategies, increasing user satisfaction by 65%
- Produced immersive end-to-end web experiences, through UX research, prototyping, and a working deliverable product

SBLD Studio - Design Intern

May - August 2023

- Initiated the Wells Fargo CIC courtyard lighting project from Adobe concepts to AutoCAD and Revit plans for 2025 construction, improving night visibility by 40% and energy consumption by 18%
- Presented to client meetings, prototyped 10 large-scale projects, and produced 7 presentations in InDesign & Photoshop in a cross-functional team

Freelance Brand & Visual Designer

February 2021 - Present

- Designed branding strategies for 6 organizations including Mind The Ceiling, World Home Foundation & AAPI Montclair
- Orchestrated the creation of brand kits and tailored social media templates for Instagram, Facebook, LinkedIn, and websites; achieved a 50% increase in online engagement and brand recognition

USRowing - Membership Intern

June - September 2022

- Maintained database for 92,000+ individuals & 1,400+ organizations, debugging & coding 180+ membership compliance issues to reduce error rates by 35%
- Designed 15+, including up to 10x10ft signage for USRowing's largest summer event
- Spearheaded redesign of the the annual Scholastic Honor Roll, attracting a record 320+ applicants

Allelo (Education Technology Startup) - Intern

October 2020 - May 2022

- Recommended & implemented new outreach methods, resulting in 150+% sales growth
- Redesigned ambassador/fellowship program by implementing Social Media Marketing & outreach strategies to bring in 33 new fellows

Artestée - Small Business Founder

April 2020 - Present

- Launched a business selling custom products, doubling sales every month in the first year
- Developed company website & fulfilled large commissions through word of mouth & social media for 33% revenue increase

P3R - Economic Impact Analysis of the Pittsburgh Marathon

August - December 2023 (Economics Capstone Project)

- Analyzed the impact of the annual marathon for P3R using provided data & own research methods, incorporating IMPLAN software and Bureau of Labor Statistics RIMSII multipliers to develop input-output model for 15% funding increase
- Presented to client (P3R) & authored a comprehensive report detailing findings & recommendations to increase output