ESTÉE GOEL

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EDUCATION

Carnegie Mellon University
2020 - 2024 | Pittsburgh, PA
Bachelor of Science in Economics
Additional Major in Human Computer Interaction
Minor in Design

AWARDS and 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 and spearheaded effort to transition CMU 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 and managed budget of $90,000+
- Organized logistics/programs for off-site recruitment training of 80+ members
- Recruited 30+ new members from pool of 300+ PNMs as part of leadership team
- Designed and built interior room of multi-story booths over 6 mo. every year 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 current students of CMU graduates in Economics from 3 different countries

SKILLS

Software:	Other:
HTML + CSS	Creative Problem Solving
Figma	Leadership
Adobe CC	Team Building
Javascript	Rapid Prototyping
Python	Web Design
AutoCAD	Data Analysis & Visualization
Revit	Critical Thinking
R and RStudio	Visual Design
	Communication

EXPERIENCE

Nor Design - UX Designer
January - May 2024
- Enhanced user experience for Nor's digital archive by introducing cutting-edge design strategies to optimize impact
- Produced immersive end-to-end web experiences, through UX research, prototyping, and a working deliverable product

SBLD Studio - Design Intern
May - August 2023
- Led Wells Fargo CIC courtyard lighting redesign from moodboards & layouts in Adobe to AutoCAD & Revit plans for 2025 construction
- Presented to client meetings, prototyped multiple large-scale projects, and created 7 presentations in InDesign and Photoshop
- Collaborated with a cross-functional team on 10 diverse projects

Freelance Brand & Visual Designer
February 2021 - Present
- Commissioned for branding & graphics for organizations including Mind The Ceiling, World Home Foundation and AAPI Montclair
- Created full brand kits and social media templates for Instagram, Facebook, LinkedIn, and Websites

USRowing - Membership Intern
June - September 2022
- Managed backend database for 92,000+ individuals and 1,400+ organizations
- Debugged and coded to address membership compliance issues
- 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 and implemented new outreach methods, resulting in 150+% sales growth
- Redesigned the ambassador/fellowship program and implemented Social Media Marketing

Artestée - Small Business Founder
April 2020 - Present
- Launched a business selling custom products, doubling sales every month in the first year
- Developed company website and fulfilled multiple large-scale commissions through word of mouth, social media, and inquiries

P3R - Economic Impact Analysis of the Pittsburgh Marathon
Economics Capstone Project August - December 2023
- Analyzed the overall impact of the annual marathon for P3R using provided data and a combination of our research methods
- Used IMPLAN software to develop an input-output model with estimates based on the Bureau of Labor Statistics RIMSII multipliers
- Presented to client (P3R) and created a comprehensive report detailing findings, as well as recommendations to increase output