

# ESTÉE GOEL

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## EDUCATION

### Carnegie Mellon University

May 2024 - Pittsburgh, PA

Bachelor of Science in Human Computer Interaction and Economics, Minor in Design

## AWARDS and HONORS

Omicron Delta Epsilon Honor Society

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 - Present

- 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, Room Chair - Kappa Alpha Theta Fraternity

October 2020 - Present

- 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 months in 2022 and 2023

### 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:

HTML, CSS  
Python  
Javascript  
AutoCAD  
Revit  
R and RStudio  
Figma  
Adobe CC

### Other:

Creative Problem Solving  
Web Design  
Data Analysis  
Team Building  
User Centered Research  
Critical Thinking  
Visual Design  
Multitasking  
Communication

## EXPERIENCE

### SBLD Studio - Design Intern

May 2023 - August 2023

- Led Wells Fargo CIC courtyard lighting redesign from moodboards to AutoCAD and Revit for 2025 construction
- Presented to client meetings, prototyped large-scale projects, created 7 presentations with Adobe InDesign and Photoshop
- Collaborated with a cross-functional team on diverse projects

### Freelance Graphic Designer

February 2021 - Present

- Commissioned for branding/graphics for organizations including Mind The Ceiling, World Home Foundation and AAPI Montclair
- Created social templates for Instagram, Facebook, LinkedIn, and Websites

### 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
- Researched and compiled target consumer database in 2 cities

### USRowing - Membership Intern

June 2022 - September 2022

- Managed backend database for 92,000+ individuals and 1,400+ organizations
- Debugged and coded to address membership compliance issues for 4 major rowing events
- 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

### Artestée - 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

### Capstone - Economic Impact Analysis of the Pittsburgh Marathon

August 2023 - 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

### CMU Undergraduate Teaching Assistant for Economics

August 2021 - May 2022

- Taught microeconomics recitation to 80+ students twice a week
- Graded exams and HWs and led weekly office hours for a class of 420+