

ESTÉE GOEL

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EDUCATION

Carnegie Mellon University

Pittsburgh, PA

Bachelor of Science in Economics and Human

Computer Interaction, Minor in Design

AWARDS and HONORS

Omicron Delta Epsilon Honor Society

Dean's List High Honors

Student Body President - MHS

SRAA Rowing National Champion

SKILLS

Software:

HTML, CSS

Python

Javascript

AutoCAD

Revit

R and RStudio

Figma

Adobe CC

Other:

Data Analysis

Team Building

Paid Acquisition

User Centered Research

Critical Thinking

Visual Design

Marketing

Multitasking

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.
- Contributed to client meetings, prototyped large-scale projects, created 7 presentations with Adobe InDesign and Photoshop.
- Collaborated on diverse projects within a cross-functional team environment.

Freelance Graphic Designer

Feb 2021 - Present

- Commissioned for branding/graphics for organizations. incl. Mind The Ceiling, World Home Foundation and AAPI Montclair.
- Created social templates for Instagram, Facebook, LinkedIn, and org. websites.

Small Business Owner

Apr 2020 - Present

- Launched a business selling custom products, achieving 300% sales growth.
- Sold 75 custom products in the first 4 months on Instagram.
- Developed a personal website and fulfilled multiple large-scale commissions through word of mouth and social media.

USRowing - Membership Intern

June 2022 - September 2022

- Managed backend database for 92,000+ individuals and 1,400+ organizations.
- Debugged and coded compliance issues for 4 major rowing events.
- Designed up to 10x10ft signage for USRowing's largest summer event.
- Spearheaded the annual Scholastic Honor Roll reconfiguration, attracting a record 320+ applicants.

Allelo (Education Technology Startup) - Intern

Oct 2020 - May 2022

- Recommended new outreach methods, resulting in 150% sales growth.
- Redesigned the ambassador/fellowship program and implemented Social Media Marketing
- Researched and compiled a target consumer database for Pittsburgh and NYC.

CMU Undergraduate Teaching Assistant for Economics

Aug 2021 - May 2022

- Taught solo recitation to 80+ students 2x a week on microeconomics.
- Graded exams and HWs and led weekly office hours for a class of 420+.

LEADERSHIP

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

August 2020 - Present

- Restructured and rebranded the team, spearheading conversations leading to the transition of CMU Rowing from club athletics to NCAA varsity sport
- Directed all operations starting Jan. 2021, increasing membership from 14 to 50+ and retention from 10% to over 80%

Kappa Alpha Theta Fraternity - CFO, Recruitment Director, Booth Design Chair

October 2020 - Present

- Created and managed budget of \$90,000+ for FY22
- Organized logistics/programs for off-site recruitment training of 80+ members
- Helped execute the recruitment of 30+ new members from pool of 300+ PNMs
- Designed and built interior room of multi-story booths in 2022 and 2023 with a partner and committee over 6 months

Equilibrium - Society for Women in Economics - VP Marketing/PR

September 2020 - May 2023

- Grew social media and on-campus presence by 50%
- Solo-hosted alumni panel for current students of CMU graduates in Economics in 3 different countries via Zoom