

## EDUCATION

### Carnegie Mellon University

**Expected May 2024**

Bachelor of Science in Economics with Additional Major in Human Computer Interaction, Minor in Design *Pittsburgh, PA*

*Relevant Coursework:* Econometrics; Programmable User Interfaces, Intermediate Micro & Macro; Product Design; Human Experience in Design; Collaboration by Design; Environmental Justice; Sustainability, Energy and Environmental Economics

## EXPERIENCE

### SBLD Studio - Design Intern

**May 2023 - August 2023**

- Led the redesign of courtyard lighting at Wells Fargo CIC from moodboarding to creating layouts in AutoCAD and Revit
- Created comprehensive presentations and design packages using Adobe InDesign and Photoshop
- Attended client consulting meetings, actively contributing to the design discussions with various project architects
- Contributed to design and prototyping of large-scale projects, including the Janet Place Apartments & Olara Residences
- Collaborated in problem-solving with cross-functional teams and gained exposure to diverse projects

### USRowing - Membership Intern

**June 2022 - September 2022**

- Managed backend database programming for 92,000+ individuals and 1,400+ organizations
- Debugged and coded compliance and registration issues for 4 of the largest rowing events in the country
- Designed brand new signage that was displayed at USRowing's largest summer event, up to 10x10ft in size
- Spearheaded the reconfiguration of the annual Scholastic Honor Roll, bringing in a record 320+ applicants

### CMU Undergraduate Teaching Assistant for Economics

**Aug 2021 - May 2022**

- Taught solo recitation to 80+ total students 2x a week on rigorous microeconomics content, graded weekly exams & HWs
- Led weekly office hours to review problem sets, exams, and general questions from students in class of 420+

### Allelo (Education Technology Startup) - Intern

**Oct 2020 - May 2022**

- Recommended and implemented new salesforce outreach methods resulting in 150% sales growth over 4 months
- Created 10+ individual discussion boards through the Allelo platform researching keynote speakers & their work
- Redesigned the ambassador/fellowship program and implemented the use of Social Media Marketing
- Researched and compiled target customer database of private, public, and charter schools in Pittsburgh and NYC

### Small Business Owner

**Apr 2020 - Present**

- Launched a business selling custom stickers, prints, cards, t-shirts, and custom-made products like chef hats & murals
- Sold 75 custom products in the first 4 months on Instagram, developed own website, achieving sales growth over 300%
- Fulfilled multiple large-scale commissions & opportunities from clients through word of mouth and social media

### Branding Projects

**Feb 2021 - Present**

- Commissioned for branding/graphics for many orgs. incl. *Mind The Ceiling*, World Home Foundation & AAPI Montclair
- Published work on Instagram, Facebook, LinkedIn, and organization's websites, expanding web & social media presence

## LEADERSHIP

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

**August 2020 - Present**

- Reformed and rebranded the team by replacing coaching staff and creating new structured practice and race plans
- Directed all operations of the 50+ members starting January 2021, increasing yearly retention from 10% to over 80%
- Spearheaded conversations leading to the transition of CMU Rowing from club athletics to NCAA varsity sport

### Kappa Alpha Theta Sorority - Chief Financial Officer, Recruitment Director, Booth Design Chair

**October 2020 - Present**

- Created & managed budget of \$90,000+ (2021-22), chapter and member expenses, reimbursements, and fines
- Organized logistics and programming of off-site recruitment training weekend for 80+ organization members
- Helped execute the successful recruitment of 30+ new members from a pool of 300+ PNMs (Spring & Fall 2022)
- Designed and built interior room of 2 multi-story booths in 2022 and 2023 with a partner & committee over 6 months

### Equilibrium - Women in Economics - VP Marketing/PR

**September 2020 - May 2023**

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

## AWARDS & HONORS

Omicron Delta Epsilon Honor Society, Dean's List High Honors - CMU, Student Body President - MHS, SRAA Rowing National Champion, Montclair High's Coveted Owl Pin, We the People - 2nd in NJ State,

## SKILLS

**Software:** AutoCAD, Revit, Python, HTML, CSS, Javascript, R and RStudio, AGi32, Adobe Creative Cloud, Figma, Microsoft

**Other:** Database Management, Data Analysis, Paid Acquisition, Design, User Centered Research, Marketing, Multitasking