

# ESTÉE GOEL

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## EDUCATION

**Carnegie Mellon University** — *Pittsburgh, PA*  
Bachelor of Science, Human Computer Interaction & Economics  
Minor in Design

May 2024

## WORK EXPERIENCE

**Freelance Graphic Designer**, Artestée — *Montclair, NJ* April 2020 - Present

- Launched a business selling custom products, doubling sales monthly in the first year.
- Developed a website and secured large commissions through referrals and social media, increasing revenue by 33%.
- Designed brand kits and social templates for 6 organizations, including Mind The Ceiling, World Home Foundation, and AAPI Montclair, driving a 50%+ increase in online engagement.

**UX Designer**, Nor Cooperative — *Toronto, ON, CAN* January 2024 - May 2024

- Revamped user experience of Nor's digital archive by innovating design strategies, increasing user satisfaction 65%.
- Delivered immersive end-to-end web experiences through user research, ideation, prototyping, and product development.

**Design Intern**, SBLD Studio — *New York, NY* May 2023 - August 2023

- Initiated the Wells Fargo CIC courtyard lighting project from Adobe concepts to AutoCAD and Revit plans for 2026 construction, improving night visibility by 40% and energy consumption by 18%.
- Presented to clients, prototyped 10 large-scale projects with a cross-functional team, and produced 7 design presentations in InDesign and Photoshop.

**Membership Intern**, USRowing — *Princeton, NJ* June 2022 - September 2022

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

**Intern**, Allelo (EdTech Startup) — *Pittsburgh, PA* October 2020 - May 2022

- Orchestrated multi-channel strategy of data-driven email sequences and social media for 150+% sales growth.
- Rebuilt the ambassador/fellowship program, recruiting 33 new fellows through improved outreach efforts.

## LEADERSHIP EXPERIENCE

**President, Women's Team Captain, Secretary** — Carnegie Mellon Rowing Team August 2020 - May 2024

- Led complete team rebranding, launched and spearheaded transition to NCAA varsity sport.
- Expanded membership from 14 to 50+, improved retention from 10% to 80%, and led the team to win 35+ medals.

**CFO, Recruitment Director, Room Chair** — Kappa Alpha Theta Fraternity October 2020 - May 2024

- Created and managed a \$90,000 budget and handled reimbursements, payment plans, and funding.
- Formulated recruitment logistics including off-site training for 80+ members, recruiting 28 members of 300+ PNMs.
- Directed and built multi-story booths as a re-elected room chair for 3 years from 2022-2024.

**VP Marketing/PR** — Equilibrium, Society for Women in Economics September 2020 - May 2023

- Grew social media/campus presence by 50+%, Solo-hosted alumni panel featuring CMU econ grads from 3 countries.

## SKILLS

**Software:** HTML, CSS, Figma, Adobe CC, Javascript, Python, Miro, AutoCAD, R and RStudio, Microsoft

**Design Concepts:** Design Thinking, Rapid Prototyping, UX Research, Usability Testing, Visual Design, Wireframes