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education

Carnegie Mellon University

August 2020 - May 2024 | Pittsburgh, PA

Bachelor of Science in Economics

Additional Major in Human Computer Interaction

Minor in Design

awards & honors

Omicron Delta Epsilon

Senior Leadership Recognition

Dean's List High Honors

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 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 a \$90,000 budget, incl. reimbursements, payment plans, and funding
- Executed logistics/programs for off-site recruitment training of 80+, recruited 28 new members from 300+ PNMs on leadership team
- Directed and built interior room of multi-story booths over 6 mo. 3x 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 students of CMU economics grads from 3 countries

skills

Software:

HTML + CSS

Figma

Adobe CC

Javascript

Python

AutoCAD

Revit

R and RStudio

Other:

Design Thinking

Storytelling

Rapid Prototyping

Data Analysis and Visualization

Visual Design

User-Centered Products

Transformative Leadership

Team Building



esteeegoel.github.io/portfolio/



linkedin.com/in/esteeegoel

experience

Nor Design - UX Designer

January - May 2024

- Revamped user experience for Nor's digital archive by introducing innovative design strategies, increasing user satisfaction by 65%
- Produced immersive end-to-end web experiences through user research, ideation, prototyping, and a working deliverable product

SBLD Studio - Design Intern

May - August 2023

- Initiated the Wells Fargo CIC courtyard lighting project from Adobe concepts to AutoCAD and Revit plans for 2025 construction, improving night visibility by 40% and energy consumption by 18%
- Presented to client meetings, prototyped 10 large-scale projects, and produced 7 presentations in InDesign and Photoshop in a cross-functional team

Freelance Brand and Visual Designer

February 2021 - Present

- Designed comprehensive branding tactics for 6 organization including Mind The Ceiling, World Home Foundation and AAPI Montclair
- Orchestrated the creation of brand kits and tailored social templates for Instagram, Facebook, LinkedIn, and websites for a 50% increase in online engagement and recognition

USRowing - Membership Intern

June - September 2022

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

Allelo (Education Technology Startup) - Intern

October 2020 - May 2022

- Orchestrated a multi-channel outreach strategy of personalized email sequences and data-driven social media for 150+% sales growth
- Redesigned ambassador/fellowship program by recommending social media and outreach strategies to bring in 33 new fellows

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 large commissions through word of mouth and social media for 33% revenue increase