

Iryn Abigail Delim

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WORK EXPERIENCE

Web Development Intern

March 2023 – Present

Media Art Xploration

- Oversaw website management tasks, including content updates, troubleshooting, and optimizing user interfaces for intuitive navigation.
- Documented and organized live events, artist discussions, and workshops, ensuring seamless execution and providing attendees with enriching experiences.
- Attended and actively contributed to weekly meetings, collaborating with cross-functional teams to refine branding strategies and create compelling graphic materials.
- Assisted in the conceptualization and development of new brand elements, including logo, tagline, color pallet, typography, and visual assets.
- Coordinated the rebranding implementation across all company assets, including website, social media profiles, marketing collateral, and physical spaces.

Digital Design Co-Chair

May 2023 - Present

National Pre-Health Community

- Spearheaded the execution of visually captivating web pages, employing HTML, CSS, and JavaScript, to enhance the organization’s online presence and engagement.
- Scripted, filmed, and edited the official NPHC promotional video, combining creative storytelling with technical expertise to convey the organization’s impact and offerings.
- Produced dynamic graphics for promotional materials, maintaining brand consistency and effectively communicating NPHC’s mission and events.
- Drafted compelling outreach emails and initiated communication with medical professionals, successfully securing partnerships and endorsements that bolstered the credibility and reach of NPHC’s publications.

UX/UI Designer

July 2020 – Dec 2020

May’s Empanadas

- Orchestrated complete visual identity of the brand, crafting logos to typography and color schemes, ensuring a unified and compelling brand image across its digital platforms and product packaging.
- Conducted usability testing and interface experiments, providing actionable insights for iterative design improvements on a new, improved order form.
- Developed a visually engaging and responsive mobile e-commerce application for cleaner product display and order management, resulting in a 70% increase in customer retention.
- Established the brand’s social media presence by designing graphics, creating post schedules, and engaging with online customer reviews.

PROJECTS

Team Developer | NYU High Speed Research Network

Sept 2023 - Present

New York University: Vertically Integrated Projects

- Collaborated with cross-functional teams to develop custom tools and solutions, enhancing the efficiency and performance of experiments relying on large datasets.
- Authored Corelink documentation diagrams, ensuring comprehensive network understanding and seamless operation.
- Created compelling key visuals and graphics for HSRN, simplifying complex network concepts for a broader audience.
- Revamped the user interface (UI) of the HSRN website, ensuring an intuitive and user-friendly experience for researchers and stakeholders.

EDUCATION

New York University Tandon School of Engineering

May 2025

BS in Integrated Digital Media, Minor in Computer Science

Dean’s List, 3.3 GPA

RELEVANT COURSES

Data Structures & Algorithms, Discrete Mathematics, Dynamic Web Applications, Human Factors in Engineering, Ideation and Prototyping, Web Development, Creative Coding, General Chemistry, Physics I & II

