

Education

May 2025 **Lehigh University**, Bethlehem, PA
Bachelor of Arts: Computer Science and Design majors
Minor: Cognitive Science

Relevant Coursework

Graphic Design I/II/III, Web Systems Programming, Programming Languages, Systems Software, Data Structures, Algorithms, Linguistics, Economics

Experience

Jun 2023 - present
Wayne, PA (Remote)

Digital Marketing Intern, Novocure

- Develop omnichannel programmatic creative for medical devices, reducing agency costs, improving turnover efficiency, and raising design standards
- Implement vector illustration, generative AI, and interactivity to align creative with evolving campaigns and branding under pharmaceutical regulations
- Authored and monitored organic and paid social content tailored to the CX funnel

Jan 2024 - May 2024
Bethlehem, PA

Apprentice Teacher, Lehigh University

- Mentored 16 2-D Design students through weekly critique, work periods, and grading
- Assessed, developed, and presented lesson materials for various skill levels

Aug 2021 - Dec 2023
Bethlehem, PA

Graphic Design Assistant, Lehigh Sustainability

- Designed marketing collateral for social formats and campus locations, contributing to consistent branding of annual campaigns
- Fostered collaboration within the team, providing feedback and presenting progress in weekly meetings

Leadership

May 2024 - present

Vice President, Lehigh F1RST Executive Board

- Conduct interviews for first-generation e-board members and advise incoming marketing director on brand and social media direction
- Serve as the primary liaison with organizations and external partners, fostering strong relationships and effective communication

Apr 2023

Awards

Lehigh Hacks for Change, Most Likely to Get Venture Capital Funding

May 2021

- Figma wireframing and logo for eutrophication prevention app

Adobe Certified Professional in Visual Design

- Certification in Photoshop, InDesign, and Illustrator

Skills & Tools

- Copywriting
- Search Engine Optimization (SEO)
- Augmented Reality (AR)
- Responsive Design
- HTML/CSS, Javascript, Java, C, Rust
- Meta Business Suite
- Adobe Creative Suite
- Veeva Vault PromoMats