

## 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

## Awards

**Apr 2023**

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

- Figma wireframing and logo for eutrophication prevention app

**May 2021**

**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