

KAREENA SHARMA

EDUCATION

Northwestern University

- BS: Manufacturing & Design Engineering
- GPA: 3.72 / 4.00
- Dean's List (Fall '18, Spring '19, Spring '20)
- Tau Beta Pi (Engineering Honor Society)

Related Courses

- CS 330: Human Computer Interaction
- DSGN 382-1,-2: Service Design
- DSGN 308: Human Centered Design
- DSGN 384-1,-2: Interdisciplinary Design
- Entrep 225: Entrepreneurship Principles

PROJECTS

Roots (June 2019)

- Designed and prototyped an app which allows local farmers to donate extra produce in exchange for tax deductibles
- Won first place in Accenture's Tech Hack-a-thon

Coffee (Sept 2019 - March 2020)

- Conducted research for the Chicago Public Library to understand the lack of patron engagement with libraries in the 21st century
- Designed and prototyped a complete mobile app which offers personal recommendations of activities/media to patrons, incentivizing engagement within the library community

SafeC (Dec - March 2020)

- Conducted user and market research to understand which protection devices women use, or why they do not use them
- Designed a discrete wearable device which alerts users when they have entered a high-risk zone, and which allows easily access to an SOS button

WFComposter (Sep - Mar 2020)

- Designed an efficient composting system for Wagner Farm within an interdisciplinary design group

EMPLOYMENT HISTORY

Kore.AI

(June - August 2018)

Design Intern

- Created multiple working chatbots with AI platform
- Designed chatbot flowcharts for initial layout of robot-human interactions, with cultivated various 'personalities' of the bot
- Researched and designed slides for educational training presentations

Accenture

(June - Aug 2019, June - Aug 2020)

Advanced App Engineering Analyst

- Created architecture and SQL data diagrams
- Populated and queried SQL tables
- Created BI mapping sheets for developers

LEADERSHIP AND INVOLVEMENT

Tufaan Entertainment

Media and Design Chair (September 2019 - June 2019), Social Chair (June 2019 - 2020)

- Created all promotional materials including posters, social media posts, and videos to raise awareness and fundraise for charity
- Coordinated all fundraising events with the design team
- Designed and managed itinerary and activities for the 3-day long event

CatsWork

Co-founder, Marketing Chair (Oct 2018 - March 2020)

- Spearheaded marketing campaigns and edited written content for a student startup dedicated to streamlining the recruitment process for Northwestern undergraduates
- Prepared and presented pitch decks for clients and potential users

Maziwa

Product Design Engineer (March 2018 - January 2020)

- Researched, designed, and prototyped a breast pump for low-resource settings in developing markets

SKILLS AND ABILITIES

- UI/UX prototyping (Figma, Balsamiq, Keyshot)
- Coding (C#, C++, Python, HTML/CSS, Javascript)
- Game Design & Development (Maya, Unity)
- Adobe Creative Suite (Illustrator, Photoshop, Adobe Premiere)