

LEAH KURTZ

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EXPERIENCE

MAY 2018 – AUGUST 2018

USER EXPERIENCE INTERN, EVOKE HEALTH GROUP

- Researched and implemented current trends in pharmaceutical user experience
- Solved problems within websites and mobile apps using user experience tailored to each individual project
- Designed and built sitemaps and wireframes for the world's largest pharmaceutical companies
- Learned how to conduct heuristics evaluations for websites and apps
- Mastered using design software such as Omnigraffle, Adobe Acrobat, and Sketch

MAY 2017 – AUGUST 2017

COMMUNICATIONS/PR INTERN, THE GABRIEL INSTITUTE, LLC

- Worked directly with executive leadership on social media, marketing, public relations strategies.
- Developed and implemented social media posts and campaigns and ensured the company's messaging was consistent and up-to-date across multiple channels
- Assisted in planning and execution of courses and events
- Helped design a new company logo
- Learned the process of writing and distributing press releases.

Education

JUNE 2015

HIGH SCHOOL DIPLOMA, WILLIAM PENN CHARTER SCHOOL

Honors student with AP/Advanced classes in Art History, US History, Philosophy, and English Literature

AUGUST 2019

MEDIA STUDIES, B.A, THE PENNSYLVANIA STATE UNIVERSITY, UNIVERSITY PARK

Donald P. Bellisario College of Communications dean's list student sophomore-senior year. 3.4 Overall GPA, 3.8 in-major GPA. Designed and conducted two significant research studies focusing on news media and social media effects.