

# Natasha Aysseh

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## EDUCATION

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### Cornell University - College of Arts & Sciences

Ithaca, NY

*Bachelor of Arts* in Information Science and French, Minor in Computer Science

*Expected Graduation:* 2023

- **GPA:** 3.99
- **Dean's List:** Fall 2019 - Fall 2021
- **Under Armour Case Study Competition:** Earned 3rd place in three-round eliminatory marketing case study competition, working directly with Under Armour and Cornell Marketing.
- **Cornell Humanities Scholar:** Since Spring 2021

## EXPERIENCE AND COLLEGE LEADERSHIP

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### Learning Strategies Center Tutoring

LSC Cornell University

*French Tutor*

*January 2020 - Present*

- Connects with language students twice weekly aiding with homework, exam and speaking review, and more.
- Mentors over 10 individual students in the language while tailoring tutoring experience to each student.

### The Wardrobe

Cornell University

*Front-end Web Developer*

*February 2021 - Present*

- Member of The Wardrobe at Cornell, a group dedicated to renting out business attire to provide equal opportunity for students and community members to attend business events, interviews, and more.
- Develops the club's website for client use in both front-end and backend development.
- Collaborates with the Marketing, Operations, Finance, and Events team to design an easily accessible website with focus on a clean interface and usability for consumers.

### The Cornell Daily Sun

Cornell University

*Dining Department Writer & Editor*

*March 2021 - Present*

- Member of the Dining Department of The Cornell Daily Sun, Cornell's independent newspaper.
- Writes 3 full food and dining-related articles to be published per semester. Works as an editor for the department by peer-editing and giving constructive criticism.

### Rocketbook

Remote/Boston, MA

*Product Analyst Intern*

*Summer 2021 - Present*

- Created a competitive analysis to accurately determine features for a new product, while aiding in AI retraining by classifying over 5,000 images. Presented these findings to different teams at the company to determine risks and rewards.
- Designed and took initiative on a new landing page to attract beta testers. Finalized a formal PRD outlining timelines, goals, involvement, and objectives.
- Conducted interviews and usability tests to learn about user app experience and to supplement our expectations regarding expected use cases of the Rocketbook app with 20 users.
- Led an R&D study with 250 participants testing physical products. Organized surveys for over 20,000 respondents regarding UX research, with a final formal presentation on analyzed results and data to the entire company.

## SKILLS, ACTIVITIES, INTERESTS

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**TECHNICAL SKILLS:** Java, Swift, Python, OCaml, HTML, Adobe Photoshop, Adobe Premiere, Adobe Lightroom, Microsoft Excel, Github, CSS, Javascript,

**OTHER SKILLS:** Fluent French, Intermediate Korean, Excellent and Efficient Written Communication, Strong Collaboration Skills, Empathy, Teamwork, Strong Leadership Skills, Project Management

**INTERESTS:** Language Learning, Earring & Jewelry Making, Editorial Photography, Tea-making, Product Management, Data Visualization, Video Essays/Documentaries,