Sabrina Tesalona ★.′

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Education		
	Parsons School of Design, The New School – New York, NY	Aug 2025 - May 2027

Master of Fine Arts in Design and Technology
Graduate Dean's Scholar, Impact Entrepreneurship Fellow

Questrom School of Business, Boston University - Boston, MA   Aug 2018 - May 2022
Bachelor of Science in Business Administration and Management
Concentrations in Marketing and MIS

Experience

IBM   May 2026 – Aug 2026
UX Design Intern, New York, NY
- ★ Designing interfaces and research tools that enhance developer onboarding and improve accessibility for IBM Z systems.
- ★ Collaborating with UX, engineering, and product management teams to modernize user experiences across IBM's hybrid cloud and mainframe ecosystem.

KAIA Network - AI for Social Good   Jan 2026 - May 2026
Design Research & Communications Intern, New York, NY
- ★ Supporting the launch of KAIA, a global digital platform incubated at The New School for Social Research, connecting social scientists, AI/ML experts, policymakers, funders, and practitioners to co-create AI solutions for social good.
- ★ Conducting design research and user engagement initiatives, developing strategies to expand platform reach, and encouraging students to explore ethical, socially impactful applications of AI.

Super Purposes   Oct 2024 - Mar 2025
UX Designer, New York, NY
- ★ Partnered with Web Development and Content Marketing teams to redesign the company website through usability testing and iterative wireframing, delivering 5 intuitive, high-conversion page layouts for webinar landing page and course curriculum platforms.

Ogilvy   Jun 2022 - Jun 2023
Program Associate, New York, NY
- ★ Optimized budgeting and resource allocation for a $7MM+ Nestlé portfolio, tracking year-long projects and coordinating cross-functional teams (Account Management, Creative Resourcing, Finance) to ensure efficient, data-informed delivery of campaigns that supported meaningful audience engagement.

Oracle   Jun 2021 – Aug 2021
GBU Marketing Operations Intern, Boston, MA
- ★ Designed 7 recurring reports using Oracle's Data Visualizer (leveraging Tableau and SQL knowledge) to track key metrics and inform data-driven decision-making.
- ★ Developed 10+ internal guides and resources to streamline workflows and improve accessibility of information across the marketing organization.

Certification

Using AI in the Design Process, LinkedIn Learning | 2024
Google UX Design, Coursera | 2024
Certified Scrum Professional, Scrum.org | 2021

Skills

Languages & Frameworks: JavaScript, HTML/CSS, Python, SQL, P5.js
Design: User Research, Usability Testing, Prototyping, Storyboarding, Wireframing, Data Storytelling
Tools: Figma, Framer, Adobe Creative Suite (PhotoShop, Illustrator, Premiere Pro, InDesign, AfterEffects), Tableau, Qualtrics, Miro, Procreate, RunwayML, ChatGPT, Gemini, Canva, SAP

Leadership & Activities

Director of Digital Engagement, National Federation of Filipino American Associations - New York Chapter | Increased user engagement by 56.6% through digital content creation
Member | Digital Design @ Parsons, Data Viz, AIGA TNS, Figma@Parsons, Printmaking Club