Samantha M. López Leija

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EDUCATION

NYU Tandon School of Engineering (GLASS Scholar) Brooklyn, NY
Integrated Design and Media BS, GPA: 4.0 Expected May 2028
Web Development and Applications Minor

EXPERIENCE & LEADERSHIP

Purotomo (NYU student Startup) New York City, NY
Creative Director Jul 2025 - Present
- Lead cross-functional design team within UX/UI, graphic, and character design disciplines, to deliver end-to-end design solutions, including brand guidelines, digital assets, and wireframes.
- Spearhead brand identity development and visual design strategy for mobile application.
- Collaborate with the programming and marketing teams to ensure a cohesive user experience and brand consistency. Create an extensive Gantt chart to plan departmental tasks up to the release of V0.

Wearable Art and Design (Vertically Integrated Project @ NYU Tandon) New York City, NY
Designer & Researcher Sept 2025 - Present
- Utilize multidisciplinary design methods to develop a garment for submission to the international World of Wearable Art Competition (WOW). Apply iterative prototype processes and design thinking methodologies.

Adobe.NYU New York City, NY
Program Coordinator & Internal Relations Manager Aug 2025 - Present
- Coordinate event planning and program management for organizational initiatives.
- Execute a comprehensive social media strategy covering events and organizational gatherings
- Cultivate the Adobe Student Ambassador network present within the campus community.

Adobe New York City, NY
Student Ambassador Jul 2025 - Present
- Act as a liaison between Adobe and the student community, aiming to inspire innovation, entrepreneurship, and digital literacy amongst peers.
- Develop digital marketing campaigns across Instagram, TikTok, and LinkedIn platforms.
- Identify opportunities to drive digital literacy and user engagement initiatives surrounding Adobe software.

Urban Food Lab (Vertically Integrated Project @ NYU Tandon) New York City, NY
Student Researcher January 2025 - November 2025
- Collaborated with a team to conduct data-driven research regarding sustainable approaches to compost tea creation and its ability to provide nutrients to aquaponic plant growing systems.
- Contributed to an interdisciplinary team focused on urban sustainability solutions.

NYU America Reads and Counts New York City, NY
Tutor/TA October 2024 - April 2025
- Supported classroom instruction and implemented developmentally suitable lessons tailored to over twenty students.
- Facilitated small group educational activities and provided individualized academic support.
- Demonstrated flexibility and adaptability to meet the ever-changing needs of students.

NYU Project Outreach New York City, NY
Volunteer August 2024
- Served diverse communities across New York City through partnerships with volunteer-based organizations.
- Engaged in hands-on environmental restoration in collaboration with The Bronx is Blooming.
- Participated in a technology accessibility initiative and meal distribution to LGBTQIA+ elderly through SAGE.

SKILLS

Programming Languages: HTML, CSS, JavaScript, Typescript, and Python.
Programming Libraries: P5.js and Three.js
Design Tools: Figma, Illustrator, InDesign, Premiere Pro, Blender, Adobe Express, Canva, Capcut
Productivity Software: Microsoft Office suite, Google Workspace
Languages: Spanish (Native), French (Familiar), Korean (Elementary)
Art and Media: photography, film, sewing, embroidery, painting, drawing/sketching