

SARAH CHEKFA

<https://sarahchekfa.github.io/>

New York, NY
sc2579@cornell.edu

EDUCATION

Cornell University · 2015 — 2019 · GPA: 3.81

B.A. Information Science (Concentration in UX Design)

B.A. Government · Minor in Business

PROFESSIONAL EXPERIENCE

Condé Nast · Product Designer

Manhattan, NY · June 2019 — Present

Creating, evolving, and maintaining a modular design system to sustain 18 global brands, including Vogue, The New Yorker, Vanity Fair, GQ, and Wired.

VICE Media · Product Design Intern

Brooklyn, NY · Summer 2018

Designed an end-to-end podcast user experience to encourage users to discover, listen, & subscribe to VICE podcasts. Worked with the engineering intern to prototype and develop my designs.

Temme Media · Design Intern

Manhattan, NY · Summer 2018

Redesigned the website of this creative consulting studio. Helped define creative direction for branding and messaging initiatives. Assisted in facilitating a focus group to collect user & market research. Conducted creative research. Designed visual assets with Photoshop & After Effects.

Cornell University Dept. of Information Science · Teaching Assistant

Ithaca, NY · Sept. 2017 — Dec. 2017 · Aug. 2018 — May 2019

Assisted in the teaching of INFO 1200: Information Ethics, Law, & Policy, & INFO 4240: Designing Technology for Social Impact. Held office hours, graded student assignments, & ideated micro-activities for lecture.

Crowdpac · Digital Media Fellow

San Francisco, CA · Summer 2017

Managed digital & social media content. Designed digital marketing assets & wrote copy. Tracked digital metrics & ad analytics. Improved social performance.

BBDO · Client Service Intern

Kuwait City, Kuwait · Summer 2016

Performed social media competitor SWOT analysis to improve advertising communications. Wrote creative briefs to guide the work. Conducted regional industry research.

LEADERSHIP & INVOLVEMENT

Kitsch Magazine · Section Editor & Graphic Designer

Ithaca, NY · Sept. 2015 — May 2016 · Aug. 2017 — May 2019

Wrote & edited articles for an alternative opinion & feature mag. Managed the Bite Size section, which features shorter, experimental pieces.

Cornell University Sustainable Design · UX Designer & Brand Strategist

Ithaca, NY · Sept. 2016 — May 2019

Connected with stakeholders and the public via design, creative problem-solving, & experiential marketing online and offline by designing human-centered interfaces, promoting our values & mission, and strengthening our brand identity.

The Cornell Daily Sun · Writer

Ithaca, NY · Aug. 2016 — Dec. 2017 · Jan. 2019 — May 2019

Wrote articles examining modern social & political culture.

Virtual Embodiment Lab · Research Assistant

Ithaca, NY · Sept. 2017 — Dec. 2017

Utilized Oculus Rift, Unity, FaceGen, & DAZ to explore how mediated experiences change people's perceptions in virtual reality.

RELEVANT COURSEWORK

Designing Technology for Social Impact
Interaction Design Studio
Human-Computer Interaction Design
Design and Programming for the Web
Data-Driven Web Applications
Communication and Technology
Teams and Technology
Creative Writing
Visual Studies
Information Ethics, Law and Policy
Marketing
Business Management

SKILLS

Design Toolbox

Sketch · Figma · PhotoShop · InVision ·
Principle · Framer X · Origami · Keynote ·
Laser Cutting · 3D Printing · Physical Computing

Design Artifacts

Contextual Interviews · Affinity Diagrams ·
Ideation · Persona Creation · Storyboarding ·
User Testing · Paper Prototyping · Journey Maps ·
Rapid Prototyping · Balsamiq Wireframing ·
User Evaluations · Heuristic Evaluations

Programming

HTML/CSS · Python · Java · JavaScript ·
jQuery · Arduino

Miscellaneous

MS Office · Graphic Design · Creative Writing ·
UX Writing · Marketing · Content Curation ·
Data Analysis · Social Media Analytics

PROJECTS

UX Designer & Researcher

Spring 2018: Designed a real-time, innovative bus information system interface for TCAT, the public transportation system in Tompkins County, NY. Worked in a team of 3.

Product Designer

Winter Break 2017: Conducted an independent case study on the Depop iOS app, redesigning the Explore page to increase personalization & promote increased exposure for smaller sellers. Recognized by the Depop team for my work.

HONORS

Cornell Arts & Sciences: Dean's List

7/8 Semesters

Creative Sprint: Honorable Mention

October 2017

Scholastic Art & Writing Awards: Silver Key

Spring 2015