

## EDUCATION

### **Cornell University** · 2015 — 2019 · GPA: 3.90

B.A. Information Science

B.A. Government • Business Minor

## PROFESSIONAL EXPERIENCE

### **CROWDPAC** • Digital Media Fellow

San Francisco, CA • Summer 2017

Managed digital & social media content. Designed marketing materials & wrote copy. Tracked digital metrics & ad analytics. Wrote fundraising emails to potential political campaign donors.

### **BBDO** • Advertising 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

### **Cornell U. Dept. of Information Science** • Teaching Assistant

Ithaca, NY • Sept. 2017 — Dec. 2017

Selected by Professor Phoebe Sengers to TA her class, INFO 4240. Held office hours & graded student assignments.

### **Virtual Embodiment Lab** • Research Assistant

Ithaca, NY • Sept. 2017 — Dec. 2017

Utilized Oculus Rift, Unity, FaceGen, & DAZ to assist with a study exploring how mediated experiences change people's perceptions in VR. Ran participants, created avatars, coded responses, & transcribed audio.

### **Kitsch Magazine** • Section Editor & Assistant Copy Editor

Ithaca, NY • Sept. 2015 – May 2016 • Aug. 2017 — now

Write and edit articles for an alternative opinion & feature mag.

### **Cornell U. Sustainable Design** • UX Designer

Ithaca, NY • Sept. 2016 — now

Currently working on designing an app that controls the heating system for academic offices in order to save energy.

### **The Cornell Daily Sun** • Writer

Ithaca, NY • Aug. 2016 – now

Write articles examining modern social & political culture.

## TECHNICAL SKILLS

Adobe Photoshop + InDesign

Sketch

HTML/CSS

Invision

Origami

Social Media Analytics

## DESIGN THINKING SKILLS

Contextual Interviews

Affinity Diagrams

Persona Creation

Storyboarding

User Testing

Paper Prototyping

Balsamiq Wireframing

Heuristic Evaluations

User Evaluations

## PROJECTS

### **UX Designer & Researcher**

FALL 2017: Designed an app & watch to decrease & manage the consequences of excessive drinking on college campuses. Worked in a team of 6.

### **Product Designer**

WINTER BREAK 2017: Conducted a case study on the Depop iOS app, redesigning the Explore page so that it is personalized for each user and promotes increased exposure for smaller sellers.

## HONORS

### **Cornell Arts & Sciences: Dean's List**

Fall 2015 — Present

### **Creative Sprint: Honorable Mention**

October 2017 / Team of 4

**Scholastic Art & Writing Awards: Silver Key**  
Spring 2015