

SARAH CHEKFA

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

Cupertino, CA · Ithaca, NY
(408) 594-8879 · sc2579@cornell.edu

EDUCATION

Cornell University · 2015 — 2019 · GPA: 3.81

B.A. Information Science (UX Design & Interactive Technologies)

B.A. Government · Business Minor

PROFESSIONAL EXPERIENCE

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 — now

Currently TA INFO 1200: Information Ethics, Law, & Policy. Previously: INFO 4240: Designing Technology for Social Impact. Hold office hours, grade student assignments, ideate 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

Thumbnail. · Graphic Designer & Event Planner

Ithaca, NY · Feb. 2019 — now

Follow the Pecha Kucha format to create an interdisciplinary platform for the exchange of various viewpoints, ideas, & topics that affect our everyday.

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.

Kitsch Magazine · Section Editor

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

Write & edit articles for an alternative opinion & feature mag. Manage the Bite Size section, which features shorter, more experimental pieces.

Cornell University Sustainable Design · UX Designer & Brand Strategist

Ithaca, NY · Sept. 2016 — now

Connect 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 — now

Write articles examining modern social & political culture.

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
Health and Computation
Visual Studies
Information Ethics, Law and Policy
Marketing
Business Management

SKILLS

Design Toolbox

Sketch · Adobe Creative Suite · InVision · Principle · AutoCAD · Origami · Keynote · Laser Cutting · 3D Printing · Physical Computing · Woodworking

Design Thinking

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 · PHP · SQL · JavaScript · 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

6/7 Semesters

Creative Sprint: Honorable Mention

October 2017

Scholastic Art & Writing Awards: Silver Key

Spring 2015