SARAH CHEKFA

https://sarahchekfa.github.io/

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

EDUCATION

Cornell University · 2015 − 2019 · GPA: 3.90

B.A. Information Science (User Experience)
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: Designing Technology for Social Impact. 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

Ithaca, NY · Sept. 2015 – May 2016 · Aug. 2017 — now
Write and edit articles for an alternative opinion & feature mag.

Cornell U. Sustainable Design (CUSD) · UX Designer

Ithaca, NY · Sept. 2016 — now
Currently working on redesigning the team pages of the CUSD website to ensure users can easily find relevant information.

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