SARAH CHEKFA

https://sarahchekfa.github.io/

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

EDUCATION

Cornell University · 2015 — 2019 · GPA: 3.81

B.A. Information Science (User Experience & Interactive Tech)
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.

Cornell U. Dept. of Information Science · Teaching Assistant

Ithaca, NY · Sept. 2017 — Dec. 2017 · Aug. 2018 — now
Selected by Professor Phoebe Sengers to TA her class, INFO 4240: Designing Technology for Social Impact. Hold office hours & grade student assignments.

CROWDPAC · Digital Media Fellow

San Francisco, CA · Summer 2017

Managed digital & social media content. Designed digital marketing materials & wrote copy. Tracked digital metrics & ad analytics, improving performance on socials.

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

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 and edit articles for an alternative opinion & feature mag.

Cornell U. Sustainable Design · User Experience Designer

Ithaca, NY · Sept. 2016 — now
Designed a real-time, innovative bus information system interface for TCAT, the public transportation system in Tompkins County, NY.

The Cornell Daily Sun · Writer

Ithaca, NY · Aug. 2016 – now

Write articles examining modern social & political culture.

TECHNICAL SKILLS

Sketch

Adobe Photoshop & InDesign

HTML/CSS

Invision, Principle, Origami

Python, Java, PHP, SQL

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 experience 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
5 / 6 Semesters

Creative Sprint: Honorable Mention
October 2017

Scholastic Art & Writing Awards: Silver Key
Spring 2015