

SELENA ZHEN

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EDUCATION

CARNEGIE MELLON UNIVERSITY

Bachelors of Architecture, 2020
Minor in Human Computer Interaction

INDIANA ACADEMY FOR SCIENCE, MATHEMATICS, & HUMANITIES

Academic Honors Diploma, 2015

SKILLS

DIGITAL

Rhinoceros 3D
Sketchup
AutoCAD
V-Ray
Grasshopper
Revit

ADOBE SUITE

Photoshop
Illustrator
InDesign
After Effects
Premiere Pro
Dreamweaver

ANALOG & FABRICATION

Drawing
Drafting
Model-Making
Laser Cutter
Woodshop
3D Printing
Photography (Digital)

UI/UX DESIGN

Sketch
InVision
Figma
Prototyping
HTML/CSS
Python

RECOGNITION

INDIANA ARCHITECTURAL FOUNDATION

2018 Scholarship Recipient, for
academic excellence as an
architectural student.

STEWART L. BROWN MEMORIAL SCHOLARSHIP

2019 Scholarship Recipient,
recognized for professional promise
as measured in both attitudes and
scholastic achievement. Juried by AIA
Pittsburgh.

EXPERIENCE

UX DESIGNER

June 2019 - August 2019

MEDIAMATH, NEW YORK, NY

Worked with the UX Design & Research team to define on a new visual design system for MediaMath's new platform direction. Included creating style tiles, component and pattern iteration, desirability study research (to validate direction with stakeholders), and a final Design System via Invision DSM.

EXPERIENCE DESIGNER

June 2018 - August 2018

BLUECREW, SAN FRANCISCO, CA

Redesigned and refocused BlueCrew's user experiences by creating mockups, branding guidelines, and prototypes. Aligned with the app developer team to iterate on user interfaces and user interactions.

FASHION DESIGN

August 2017 - February 2018

LUNAR GALA, CARNEGIE MELLON UNIVERSITY

Designed and produced a 10-piece fashion line, SURFACE, from start to finish, which comprised of mapping the topographical geography of the ideal human body into a wearable experience. In collaboration with Michael Powell.

FRONT-END DEVELOPER & GRAPHIC DESIGNER

June 2017 - August 2017

ZINC TECHNOLOGIES, SAN FRANCISCO, CA

Redesigned and redeveloped Zinc.io, PriceYak, Subtotal, and Lionfish product websites. Commissioned to redesign website and app UI, reimagine branding, and create logos.

LEADERSHIP

AIAS NATIONAL ADVOCATE

June 2019 - Present

AMERICAN INSTITUTE OF ARCHITECTURE STUDENTS (AIAS)

Working towards forming an awareness of "empty activism" and its potentially negative impacts, as well as to create a positive movement around actionable activism. Previously served as **Treasurer (2016-17)**, **Vice President (2017-18)**, and **Chapter President (2018-19)** for Carnegie Mellon Chapter.

ASSOCIATE CHAIR - BEAUX ARTS BALL

August 2017 - October 2018

BEAUX ARTS BALL COMMITTEE, COLLEGE OF FINE ARTS

Directed and oversaw the planning of the Beaux Arts Ball for the College of Fine Arts. Established a groundwork for the committee to plan the 600+ person ball, including working on tracks focused on Security, Volunteers + Staffing, Decorations, Finance, and PR/Marketing.

TECHNOLOGY TRACK CHAIR

August 2015 - March 2016

AIAS 2016 NORTHEAST QUAD CONFERENCE, PITTSBURGH, PA

Planned and organized a national architecture conference with 500+ attendees.