

## Viviana Seibold

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### Education

#### Northwestern University

Evanston, IL

Computer Science, Segal Design Certificate

Sep 2023 - Jun 2027

- Alpha Chi Omega, Recruitment Committee Chair, and Nominating Committee
- Housing Security Collaborative, Campus Kitchen NU, Northwestern Women's Club Lacrosse
- Google Digital Marketing & E-Commerce Certificate (In Progress)

#### IES Abroad: Engineering, Math & Science

Madrid, Spain

Study abroad coursework in Computer Science.

Aug 2025 – Dec 2025

#### Jones College Prep

Chicago, IL

- Student Government Association, Varsity Girls Lacrosse Defensive Captain, Women in STEM Publicity Chair, Loyola University Chicago Dual Enrollment, CPS All-City Visual Arts Exhibition at The Design Museum
- GPA: 5.1 weighted, ACT: 35, AP Scholar with Distinction, and Honor Roll.

2019-2023

#### School of the Art Institute of Chicago - College Arts Access Program

Chicago, IL

- Rigorous semesterly college-level art courses and National Portfolio Day
- Coursework: Inside Innovative Minds, Artist Materials/Techniques, Intro to Oil Painting, Fashion Construction, Experimental Print, Exhibition Prep

2020-2023

### Experience

#### Spoon University

Evanston, IL

##### Content and PR Co-Head and Graphics Chair

Sep 2024-Now

- Develop and manage a strategic posting schedule including, but not limited to, curated food, lifestyle, and event content across all social media platforms (@spoon\_nu).
- Partner with Chicago and Evanston restaurants, such as Michelin Bib-Gourmand restaurant Cabra and Esmé, to highlight sponsored restaurant week specials, new menus, student discounts, giveaways, etc.
- Lead communication between business and editorial teams, supporting their marketing needs through promotional graphics, and ensuring successful execution of Spoonfest.
- Increased engagement and brand visibility through data-driven social media and cross-promotional campaign

#### STITCH Magazine

Evanston, IL

##### Business, Social, PR and Marketing Team

Sep 2024-Now

- Lead visual design and marketing initiatives for Northwestern's fashion magazine, contributing to editorial shoots, print issues, and social media campaigns.
- Partner with names such as Poshmark to execute clothing drives, sponsorships, and community-based campaigns.
- Created the logo and visual identity for Stitch Spotted, an account highlighting student style and trend coverage.

#### University of Chicago Comprehensive Cancer Center

Chicago, IL

##### Educational Assignee

Jun 2022-Aug 2023

- Accepted into the highly selective EYES on Cancer program (<5% acceptance rate) as the youngest participant.
- Supported research projects on cancer-signaling pathways (CXCL12/ERK/AKT) and molecular binding mechanisms (MR1) through hands-on experiments and data analysis, and delivered formal research presentations to faculty.
- Strengthened analytical precision, collaboration, and data-driven communication in a clinical research space.

### Skills & Interests

**Technical:** Python, Racket, C++, C, DSSSL2, JavaScript, HTML, CSS, Git/Github, Canva, Figma, Adobe Photoshop.

**Language:** English (native proficiency), Spanish (limited working proficiency), and Mandarin (elementary proficiency).

**Interests:** Content Creation, UX/UI, Restorative Justice, Event Planning, Digital Marketing, Fashion & Luxury Brand Development, Visual Storytelling, Formula 1 & Sports Media.