

## Viviana Seibold

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### Education

<b>Northwestern University</b> Computer Science, Segal Design Certificate	<b>Evanston, IL</b> Sep 2023 - Jun 2027
<ul style="list-style-type: none"><li>Alpha Chi Omega, Recruitment Committee Chair, and Nominating Committee</li><li>Housing Security Collaborative, Campus Kitchen NU, Northwestern Women's Club Lacrosse</li><li>Google Digital Marketing &amp; E-Commerce Certificate (In Progress)</li></ul>	
<b>IES Abroad: Engineering, Math &amp; Science</b> Study abroad coursework in Computer Science.	<b>Madrid, Spain</b> Aug 2025 – Dec 2025
<b>Jones College Prep</b> <ul style="list-style-type: none"><li>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</li><li>GPA: 5.1 weighted, ACT: 35, AP Scholar with Distinction, and Honor Roll.</li></ul>	<b>Chicago, IL</b> 2019-2023
<b>School of the Art Institute of Chicago - College Arts Access Program</b> <ul style="list-style-type: none"><li>Rigorous semesterly college-level art courses and National Portfolio Day</li><li>Coursework: Inside Innovative Minds, Artist Materials/Techniques, Intro to Oil Painting, Fashion Construction, Experimental Print, Exhibition Prep</li></ul>	<b>Chicago, IL</b> 2020-2023

### Experience

<b>Spoon University</b> <b>Content and PR Co-Head and Graphics Chair</b> <ul style="list-style-type: none"><li>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).</li><li>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.</li><li>Lead communication between business and editorial teams, supporting their marketing needs through promotional graphics, and ensuring successful execution of Spoonfest.</li><li>Increased engagement and brand visibility through data-driven social media and cross-promotional campaign</li></ul>	<b>Evanston, IL</b> <b>Sep 2024-Now</b>
<b>STITCH Magazine</b> <b>Business, Social, PR and Marketing Team</b> <ul style="list-style-type: none"><li>Lead visual design and marketing initiatives for Northwestern's fashion magazine, contributing to editorial shoots, print issues, and social media campaigns.</li><li>Partner with names such as Poshmark to execute clothing drives, sponsorships, and community-based campaigns.</li><li>Created the logo and visual identity for Stitch Spotted, an account highlighting student style and trend coverage.</li></ul>	<b>Evanston, IL</b> <b>Sep 2024-Now</b>
<b>University of Chicago Comprehensive Cancer Center</b> <b>Educational Assignee</b> <ul style="list-style-type: none"><li>Accepted into the highly selective EYES on Cancer program (&lt;5% acceptance rate) as the youngest participant.</li><li>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.</li><li>Strengthened analytical precision, collaboration, and data-driven communication in a clinical research sp</li></ul>	<b>Chicago, IL</b> <b>Jun 2022-Aug 2023</b>

### Skills & Interests

**Technical:** Python, Racket, C++, C, DSSL2, 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.