

EDUCATION

Georgetown University, College of Arts and Sciences | Washington, DC

Aug 2016 - May 2020

B.A. in Political Economy | Minor in Business Administration | McDonough School of Business Entrepreneurship Fellow

- GPA:** 3.40 out of 4.00 | **Honors:** 1st place of 19 teams at MIT Launch Incubator Demo Day Competition, YJDP Correspondents Program Fellow at The Washington Post, 1st Place News Story Columbia University Scholastic Press Association Gold Circle

SKILLS

- Technical:** Adobe Suite, Google Adwords Certified, Salesforce CRM, HTML/CSS, Excel, InVision, Sketch, Webflow, STATA, Minitab
- Languages:** English (Native Fluency), Spanish (Native Fluency), French (Professional Fluency)

WORK EXPERIENCE

JPMorgan Chase & Co. | Washington, DC

Jan 2019 - Present

Project Management Intern, Strategic Outreach

- Facilitates communications between external stakeholders sharing research insights, consistently developing distribution strategies
- Manages outbound customer database migration to proprietary system internally, defining product features with engineering team
- Defines and documents creative requirements for campaigns, working with project leaders to understand project KPIs for tracking
- Leverages customer insights on JPMC Institute email campaign and web conversion data to create a better navigation experience

World Bank Group | Washington, DC

Nov 2018 - Present

Product Design and Analytics Consultant, Information and Technology Solutions

- Manages component development and specifications for design system for all internal web and mobile products developed at WBG
- Collaborates with design researchers, facilitating user interviews across WBG, creating affinity maps for new product features
- Develops product performance dashboards using Adobe Analytics suite routinely for managers’ reports in presentations
- Creates high-fidelity mockups for web and mobile app products for UX design teams across organization, summarizing feedback

Hanover Research | Arlington, VA

June 2018 - Oct 2018

Digital Strategy Intern, Strategy Team

- Audited client onboarding process to decrease outbound communication wait time by 36%, by analyzing Salesforce workflow data
- Developed 4 new automated onboarding emails using Hubspot and Salesforce workflows, leveraging customer data across teams
- Created technical documentation and presentation on onboarding process redesign implementation, presenting at C-Suite briefing

EAB (formerly The Advisory Board Company) | Washington, DC

Oct 2017 - Feb 2018

Content Strategy & Development Intern, New Products Team

- Developed push notification product roadmap for EAB Guide mobile, a student-facing higher-ed counseling management platform
- Created notification engine pilot, identifying 5 pivotal advisor-student interaction triggers by analyzing 1,200+ institutions’ user data
- Managed user reactivation email campaigns for Guide app, crafting Oracle Eloqua AB tests, analyzing 500K+ users’ engagement data

LEADERSHIP & SERVICE

LearnServe International, Head Venture Consultant | Washington, DC

Sept 2013 - Present

- Teaches design thinking, prototyping, web development to cohort of over 70 high school students in DC public schools
- Mentored 3 teams for design of two mobile apps using Sketch and InVision, coaching them through pitch deck development
- Consults for organization’s leveraging of donor network with LinkedIn Sales Navigator in activating leads for strategic growth plan

Beeck Center for Social Impact, Georgetown University, Design Operations Analyst | Washington, DC

Jun 2016 - May 2017

- Led marketing strategy and content creation for nine publication releases, promoting Center initiatives such as Data For Social Good
- Designed collateral for six research publications in partnership with MasterCard, The White House, The MacArthur Foundation
- Orchestrated UI/UX development for 2016 administration transition report, “The Architecture of Innovation,” interactive microsite

PROJECTS

SwiftEye iOS App, Product Development Consultant | Washington, DC

Oct 2017 - Jan 2019

- Contracted for confidential prototype of gig-economy service for World Bank executives, using Sketch, InVision and PowerPoint
- Led design research for iOS app design, creating feedback model to address key strategic concerns before app development process

MIT Launch Bites iOS App, Co-founder and Design Lead | Cambridge, MA

Jun 2015 - Jan 2016

- Built frontend of college food-sharing app at MIT Launch Incubator, managing product and publishing on Apple App Store
- Analyzed over 200 beta testers’ feedback of app prototype, using InVision to collect interaction data and manage versions