

Education

UNIVERSITY OF ROCHESTER

2015 - 2019

Bachelor of Arts

Digital Media Studies + Psychology

- Brain and Cognitive Science minor
- Current GPA: 3.92 out of 4.0
- Dean's List (all 7 eligible semesters)

Skills & Abilities

PRODUCTION

Python

Arduino / Processing

HTML / CSS

JavaScript / PHP

Photoshop / Illustrator / InDesign

Adobe XD / InVision

Audio and Video editing

ArcGIS

RESEARCH

Survey

Focus Group

Literature Review

Data Coding

Web Analytics

OTHER

Social Media Marketing

Email Marketing

Photography

Illustration

Vocal Performance

Experience

USER EXPERIENCE LEAD |

PERSONALIZED, SENIOR CAPSTONE | 2018 SEPT - ONGOING

- Building a web application in a team of 5 to help students between age 12-18 discover their learning strengths and develop study skills
- Conducted semi-structured interviews and created user personas
- Built low-fidelity prototypes and product wireframes
- In the process of refining user-flow and an interactive prototype

DIGITAL MARKETING INTERN | MUSIFAI NYC | 2018 MAY - AUG

- Worked with Musifai's Growth and Sales team to develop marketing strategies based on survey, Google Analytics, and MailChimp statistics
- Identified customer pain points within the rental workflow through interview, survey, and cognitive walkthrough; ideated solutions and redesigned the experience based on research insights
- Optimized the online shop's interface and information architecture and successfully improved user conversion and customer service efficiency

RESEARCH ASSISTANT, SOCIAL PSYCHOLOGY LAB |

UNIVERSITY OF ROCHESTER | 2018 MAY - CURRENT

- Assisted with data entry, data processing, and data analytics
- Coded qualitative data from participant responses into numeric format for statistical analysis; refined coding guidelines with lead researcher

RESEARCH ASSISTANT, HISTORY DEPARTMENT |

UNIVERSITY OF ROCHESTER | 2017 JUN - CURRENT

- Collected and organized historical data from digital and print sources; visualized research findings using ArcGIS and Adobe Creative Suite

Leadership

VICE PRESIDENT, ROCHESTER DESIGN (2018 - 2019)

In charge of event planning and fundraising; assist with running meetings

INTERNATIONAL STUDENT MENTOR (2017 - 2019)

Designs group-bonding activities and organizes on-campus and off-campus programs to help students navigate campus life and the local community

PROJECT ASSISTANT, UPMC MENTAL HEALTH OFFICE (2017 - 2019)

Conducts workshops for local HS students on video production and self expression; compares and analyzes pre and post-event survey responses

PR & DESIGN CHAIR, VOCAL POINT A CAPPELLA (2016 - 2019)

In charge of social media management and creating publicity strategies

TEACHING ASSISTANT, DEPT. OF COMPUTER SCIENCE (2017)

Tutored students on front-end web development techniques; ran lab sessions and conducted workshops