

Zena Rose Schulman

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EDUCATION

STARTUP INSTITUTE

TRACK: WEB DESIGN

FOCUS: USER EXPERIENCE

Feb–April 2016 | New York, NY

Coursework:

user research and testing
user flows • mockups
wireframing • prototyping
HTML5 • JavaScript
CSS3 • responsive design

TULANE UNIVERSITY

BSM IN MARKETING

Dec 2012 | New Orleans, LA

Cum. GPA: 3.55

Secondary Major: Jewish Studies

Minor: Management

Cum Laude • Dean's List

Presidential Scholarship

Tulane University Cheerleading

SKILLS AND TOOLS

Code: HTML5 • CSS3 • JavaScript

Design: inDesign • Photoshop •
Illustrator • gliffy • invision • Sketch

Web Platforms: WordPress •

Squarespace

etc: Google Analytics • Constant
Contact • DonorPerfect • RegOnline
Wikispaces

COMMUNITY INVOLVEMENT

NYC MUSLIM JEWISH SOLIDARITY COMMITTEE

Founding Board Member

Nov 2014–Present

BUSHWICK FOR BERNIE

Volunteer | July 2015–Present

HAZON NY BIKE RIDE

Fundraiser and Rider

Sep 2015, 2016

LINKS

Github: [zenaschulman](#)

LinkedIn: [Zena Schulman](#)

Twitter: [@itszenarose](#)

DESIGN PROJECTS

MEDIAMATH | NEW MARKETING INSTITUTE

INTERNAL RESEARCH REPOSITORY DEVELOPMENT

March–April 2016 | New York, NY

Worked on a cross-functional team of four to:

- Build a web-based repository for NMI team to share and organize research, and populate it with relevant information on four topics
- Design interactive infographics based on research findings for use in client pitches, internal training, and educational curricula

KONVEAU

IOS APP UX/UI CONSULTANT

March–April 2016 | New York, NY

- Helped develop a robust InVision board to standardize app design
- Recommended new features to optimize user engagement

SHLEPP

CREATOR AND DESIGNER

March 2016–Present | New York, NY

- Designing app from ideation: user personas, MVP analysis, user flows, mockups, branding, iOS wireframes

WORK EXPERIENCE

INSTITUTE FOR JEWISH SPIRITUALITY

COMMUNICATIONS AND PUBLICATIONS MANAGER

April 2013–Dec 2015 | New York, NY

- Strengthened web presence: editing and writing HTML; creating social media content; executing e-mail marketing strategy
- Copyedited and designed four educational curricula in InDesign
- Edited, designed, and formatted Good Noticing, a published book of essays written by 100 constituents and donors
- Produced two annual fundraising campaigns and two mid-year solicitations, increasing projected donations by 25 percent in first campaign
- Collaborated with five Program Directors to design print and web materials

WEST END SYNAGOGUE

COMMUNICATIONS COORDINATOR

Nov 2014–Present | New York, NY

- Designing materials and executing strategies for event publicity, increasing attendance by 50 percent on average

EASTWICK COLLEGE AND THE HOHOKUS SCHOOLS

MARKETING AND WEB DESIGN ASSISTANT

May–Aug 2012, Jan 2013–April 2013 | Ramsey, NJ

- Built online school store; designed HR materials and periodic mailings

WINTER CIRCLE PRODUCTIONS

BRAND AMBASSADOR

Sep–Dec 2012 | New Orleans, LA

- Promoted concerts and events by networking, monitoring social media campaigns, and establishing partnerships with local businesses