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experience

Small Business Founder — Artestée

April 2020 - Present

- Launched a business selling custom products, doubling sales monthly in the first year
- Developed website and secured large commissions through referrals and social media, increasing revenue by 33%
- Designed brand kits and social templates for 6 organizations, including Mind The Ceiling, World Home Foundation, and AAPI, driving a 50%+ increase in online engagement

UX Designer — Nor Design

January - May 2024

- Revamped user experience for Nor's digital archive by introducing innovative design strategies, increasing user satisfaction by 65%
- Delivered immersive end-to-end web experiences through user research, ideation, prototyping, and product development

Design Intern — SBLD Studio

May - August 2023

- Initiated the Wells Fargo CIC courtyard lighting project from Adobe concepts to AutoCAD and Revit plans for 2026 construction, improving night visibility by 40% and energy consumption by 18%
- Presented to clients, prototyped 10 large-scale projects with a cross-functional team, and produced 7 design presentations in InDesign and Photoshop

Membership Intern — USRowing

June - September 2022

- Maintained database for 92,000+ individuals and 1,400+ organizations, debugging 180+ membership compliance issues to reduce error rates by 35%
- Designed 15+, including up to 10x10ft signage for USRowing's largest summer event
- Spearheaded the redesign of the USRowing Scholastic Honor Roll, attracting a record 320+ applicants

Intern — Allelo (EdTech Startup)

October 2020 - May 2022

- Orchestrated a multi-channel outreach strategy of personalized email sequences and data-driven social media for 150+% sales growth
- Revamped the ambassador/fellowship program, recruiting 33 new fellows through improved outreach efforts

education

Carnegie Mellon University

August 2020 - May 2024 | Pittsburgh, PA

B.S in Human Computer Interaction & Economics
Minor in Design

leadership

President, Women's Captain, Secretary — Carnegie Mellon Rowing Team

August 2020 - May 2024

- Led complete team rebranding, launched and spearheaded transition to NCAA varsity sport
- Expanded membership from 14 to 50+, improved retention from 10% to 80%, and led the team to win 35+ medals

CFO, Recruitment Director, 3x Room Chair — Kappa Alpha Theta Fraternity

October 2020 - May 2024

- Created and managed a \$90,000 budget and handled reimbursements, payment plans, and funding
- Organized recruitment logistics including off-site training for 80+ members, recruiting 28 new members from 300+ PNMs
- Directed and built multi-story booths for 3 years from 2022-2024

VP Marketing/PR —

Equilibrium - Society for Women in Economics

September 2020 - May 2023

- Grew social media/campus presence by 50+%
- Solo-hosted alumni panel featuring CMU economics grads from 3 countries

skills

Software:

HTML + CSS

Figma

Adobe CC

Javascript

Python

Miro

AutoCAD

R and RStudio

Microsoft

Design:

Design Thinking

Storytelling

UX Research

Prototyping

Usability Testing

Visual Design

Client Relations

Transformative Leadership

Team Building