

ZOE REIFEL

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3824 Lincoln Rd
Santa Barbara, CA
93110

SKILLS

Product Design

UI/UX Design

Graphic Design

Service Design

Web Design

Branding & Identity

Photography

Computer-Aided Design

TOOLS

Sketch

Figma

InVision

Adobe InDesign

Adobe Photoshop

Adobe Premiere

Adobe AfterEffects

Adobe XD

Haiku

SolidWorks

Wix

MISC

Patricelli Entrepreneurship Fellow

Aural Wes Editor

TEDxWesleyanU Team Member

TEDxYouth@TheFunkZone Cofounder

SBAU Keynote Speaker

UCSB Silent Film Award Winner

Broadcom Masters Semifinalist

EDUCATION

Wesleyan University

2017-2021

Interaction Design major with Integrated Design, Engineering, and Applied Science (IDEAS) minor. 3.83 GPA.

Glasgow School of Art

Fall 2019

Studied third-year product design for one semester. Areas of focus include service design, branding/identity, and ethical design practices.

EXPERIENCE

IDEAS Engineering Lab, Studio Assistant

09/2018-Present

Assists students in design and fabrication for various creative engineering projects. Versed in CAD, laser cutting, and 3D printing.

Walden, Design Intern

07/2019-09/2019

Worked with a small team on Walden, a New York City-based startup connecting creatives and entrepreneurs with project coaches. Reimagined brand identity and website, designed interfaces for mobile and desktop, and created new onboarding flow.

Freelance Designer

06/2016-08/2018

Hired by small businesses in the Santa Barbara area to design websites, formulate visual identity, and create print materials.

Ontraport, Marketing & Design Intern

06/2018-08/2018

Worked on various marketing and design projects, including creating templates for Ontraport's website builder.

Workzones, Head Intern

05/2017-08/2017

Hired by a co-working space to hand-pick a team of student interns. Led the group in marketing campaigns and designed content.

Santa Barbara Speaks, Co-President

11/2016-06/2017

Co-founded a 501(c)(3) nonprofit to produce youth-oriented community events. Built a brand, website, and promotional materials. Led organization of a TEDx event.