

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

Figma
Sketch
InVision
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
Adobe AfterEffects
Adobe XD
SolidWorks

MISC

Honors Scholarship Thesis Candidate
Patricelli Entrepreneurship Fellow
Aural Wes Editor
TEDxYouth@TheFunkZone Cofounder
SBAU Keynote Speaker
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

Freelance Designer

06/2016-Present

Works freelance for small startups doing product, UI/UX, web, and branding design. Past clients include todue.io and mailclerk.app.

Walden, Design Intern

07/2019-08/2020

Worked with a small team on Walden, a New York City-based startup, for two summers. Designed new web app after company pivot, reimagined brand identity and website, adapted screens for mobile and desktop, and created complex user flows for multiple usecases.

IDEAS Engineering Lab, Studio Assistant

09/2018-03/2020

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

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.