Education

Carnegie Mellon University

Pittsburgh, PA / Aug 2023 - May 2027

Bachelor of Design

sonyahe.com

Minor in Human-Computer Interaction (HCI)

Experience

Designer and Illustrator, NerveNet

Jan 2025 - Now

- Develop the visual identity for NerveNet, a neural engineering education startup
- Create informational illustrations to simplify and communicate complex neural engineering concepts
- Design informative and approachable slide deck layouts that integrate custom illustrations
- Design and build a website that guides users through NerveNet's mission and makes course registration easy and intuitive

Game Artist and Animator, CMU Center for Transformational Play

Jan 2025 - May 2025

- Brainstorm and iterate on game mechanics to help middle school students learn and build habits of self regulation through in-game teaching
- Lead sub-teams to develop digital prototypes for play testing
- Decide art direction and create concept illustrations to pitch to game testers and target users

Design Team, Carnegie Mellon Racing

Jan 2024 - Jan 2025

- Collaborated with a small team of designers to conceptualize, draft, and apply the livery and sponsor placement for 24E and 22A, Carnegie Mellon Racing's two student-built Formula 1-style race cars of 2024
- Worked alongside structures, energetics, and driverless subteams to gauge the feasibility of our design iterations
- Designed recruitment, crowdfunding, promotional, and merchandise material for the Marketing & Outreach team

Co-President, Art Club

Aug 2022 - May 2023

- Led the design team to create the school's first large-scale mural over six weeks
- Organized and hosted live drawing sessions and speaker events, increasing club engagement across the student body
- Designed promotional posters for the 2022 Artist in Residency, driving campus involvement for the 12-week duration of residency

Illustrator and Author, Birdie

Jan 2022 - Oct 2022

- Wrote and illustrated an original picture book Birdie, a passion project aimed to aid young children
- Designed promotional posters and sold copies at a local event, achieving 100+ copies and donating the profits to the local children's hospital

Etc.

Tools

Adobe Creative Suite (Ai, Ps, Id, Ae, etc.), Figma, Webflow, p5.js, Processing, Python, Solidworks, Confluence, Miro, Asana, Notion

Design

Graphic Design, Print Design, Motion Design/Animation, Brand/ Identity, UX/UI, Digital Illustration