

THANJILA THAH SIN

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EXPERIENCE

Build Your Technical Experience Club – New York, NY

June 2024 – Present

E-Board: Designer & Lead Marketer

- Branded student-led BYTE Hacks X Google AI event by designing a flexible set of visual assets/videos for web
- Launched a responsive and impactful BYTE Hacks website by iterating on Figma design with web developer
- Executed social media campaign with team of 2 for BYTE Hacks, gaining 300+ applicants from designed posts

OpenGym – Remote

June 2025 – August 2025

UX/UI Design Intern

- Streamlined the onboarding process for gym owners and reduced form filling time by 60% by designing an AI-powered autofill feature from conception to delivery in collaboration with 2 software engineers
- Refined AI-autofill flows and increased interface accessibility to less tech-literate users based on feedback collected from 10+ survey sessions and 4 usability interviews, then used affinity mapping to drive design tweaks
- Prioritized user needs in cross-functional meetings by advocating for design choices that minimize cognitive load

Cooper Hewitt, Smithsonian Design Museum – New York, NY

January 2025 – April 2025

Graphic Design Intern

- Ideated culturally sensitive logos for the 2026 Folklife Festival, a large-scale festival on the National Mall
- Created core graphic assets for the 2025 Folklife Festival used in the presentation of a participating crafts guild

Design Hive Program Intern

November 2022 – September 2023

- Created interdisciplinary design projects such as upcycled clothing, UX wireframes, and cardboard homeware
- Composed promotional posters for Cooper Hewitt Design programs to increase outreach to high school students
- Researched and discussed the role of design in sustainability and social justice with professional designers

Summer Design Institute partnered with HBO Max – New York, NY

July 2023 – August 2023

Marketing Research Intern

- Led presentation of a culturally responsive marketing campaign, gaining special recognition by Pa'lante! Max
- Conducted detailed marketing research and produced marketing content to promote a film in development
- Strategized on promotional event experience by deciding culturally relevant logistics such as venue and guest list

VOLUNTEERING

Typographics Festival – New York, NY

June 2025

Volunteer

- Assisted A/V technician in providing conference speakers a comfortable and smooth presenting experience

AWARDS

- **Quantum Creators Con** – Second place for translating quantum concepts into accessible public media
- **Google CodeNext Hackathon** – First place for building Figma prototype of app to increase school safety

EDUCATION

Macaulay Honors College at City College of New York

Expected: June 2027

GPA: 3.99 | Electronic Design and Multimedia

- Relevant Coursework: UX/UI Design, Digital Media Production, Intermediate Graphic Design, Typography I

SKILLS

- *Design Software:* Figma, Adobe Illustrator, After Effects, Photoshop, InDesign, Autodesk Inventor, Canva
- *Programming Languages:* Kotlin, C, Python, Javascript, HTML, CSS