

NAAKAI MCDONALD

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EDUCATION

Cornell University - College of Engineering
B.S. in Information Science, Systems, and Technology
Concentrations in Interactive Technology and User Experience

Ithaca, NY
August 2022 - May 2026

EXPERIENCE

Student Agencies Inc.

September 2024 – Present

Student Agencies Tutoring General Manager

Ithaca, NY

- Directed a team of 45 tutors and partnered with local school districts and organizations to expand reach.
- Developed and delivered a strategic growth plan to the Board of Trustees and Foundation Board, leading execution that drove 40% revenue growth after two years of decline.
- Redesigned tutoring platform that streamlined tutor pairing, integrated revenue tracking, and improved engagement.
- Leveraged data and user feedback to optimize services and drive operational efficiency.

Vice President

January 2025 – Present

Cornell User Experience Design

Ithaca, NY

- Secured workshop hosts, company sponsors, and school funding to launch Cornell University's first nationwide three-day design-a-thon.

Vice President of Administration

December 2023 – February 2025

Kappa Alpha Theta

Ithaca, NY

- Managed administrative operations, including records, technological channels, and membership logistics, ensuring smooth chapter functioning and compliance with national Panhellenic policies.
- Optimized existing point system to support housing assignments, membership engagement, and philanthropy participation.

Full-Stack Mobile Developer Intern

Summer 2024

House of Canvas and Fine Wrought Iron

Glendale, AZ

- Collaborated with Chief Executive Officer and Chief Operating Officer to align app features with business objectives.
- Built a mathematical algorithm to enhance quote accuracy, reduce errors, and accelerate the quoting workflow.

PROJECTS

Battleship | OCaml, Utop, GitHub

Spring 2024

- Collaborated with a team of four to develop an interactive command-line version of Battleship, managing code integration and version control through GitHub.

Bloom Buddy | Figma

Fall 2023

- Created a gamified app providing interactive, personalized plant care support, education, and community for new owners.
- Worked with a team to design wireframes and high-fidelity prototypes, iterating based on user research to optimize usability.

Campus Thrift | Figma, Swift UI, GitHub

Fall 2023

- Designed the full user interface and co-developed the frontend during a week-long hackathon, collaborating with backend developers to integrate data storage and deliver a functional prototype.
- Built a platform for buying and selling second-hand items, promoting sustainability.

SKILLS AND ACTIVITIES

Additional Activities: National Society of Black Engineers, Doctors Without Borders (Digital Marketing and Media Manager), Society of Women Engineers (Magazine Graphic Designer), Cornell UX Design (Former Marketing Director)

Skills and Tools: Python, Java, Swift UI, OCaml, HTML/CSS, JavaScript/TypeScript, C++, SQL, Tableau, R, MS Office

Licenses/Certifications: IRB Training (CITI Program), Adult CPR/AED/First Aid (Red Cross)

Relevant Coursework: Object-Oriented Programming and Data Structures, Human-Computer Interaction Design, Data Structures and Functional Programming, Design and Programming for the Web, Interactive Web Application Design and Development