

NORA BENSON

CONTACT

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EDUCATION

The New School/Parsons
New York, NY
Grad: Aug 2017
Self-Designed B.S. in Liberal Arts,
Digital Design Concentration

**University of Illinois at
Urbana-Champaign**
Urbana-Champaign, IL
Aug 2012-Dec 2015
Focus in Systems Engineering
and Industrial Design

**Semester at Sea Study Abroad:
Around the World Voyage**
MV Explorer
Jan 2014-May 2014
Focus in Global Comperative
Studies and Social Innovation
Awarded \$20,000 CY Tung
Sino-US Relations Scholarship

**NSLI Language Intensive:
Wenzao Ursuline University**
Kaohsiung, Taiwan
Aug 2011-July 2012
Focus in Mandarin Chinese
and International Relations
Full scholarship from the US
Department of State National
Security Language Initiative

SKILLS

Visual: Illustrator, InDesign,
Photoshop, Sketch, InVision,
Adobe XD, HTML/CSS, Digital
Photography, Printmaking

Product: Autodesk Inventor,
Fusion 360, Unity, 3D Printing,
Laser Cutting, CNC Milling,
Physical Prototyping

WORK EXPERIENCE

Contract Digital Designer Nov 2017-Present
Claire's Chicago, IL
Design English and French promotional emails for Claire's 300,000+ mailing list subscribers across Europe and North America. Develop assets for Claire's website promoting daily deals and holiday sale offers.

Autodesk Student Expert Aug 2015-Aug 2017
Autodesk Champaign, IL and New York, NY
Worked with Fusion 360 team to improve software and learning platform user experience by providing feedback and usability recommendations. Presented workshops and tutored students on Fusion 360 modeling at UIUC, Parsons, and in the NYC area. Completed the Design for Autodesk Fusion 360 Modeling Challenge.

UX Design Intern Jan 2017-March 2017
IBM Design Austin, TX
Applied IBM Design Thinking framework to develop solutions for projects involving IBM Security's Executive Briefing process, IBM Design's new hire onboarding, and the IBM SXSW experience. Collaborated with researchers, visual designers, and front end developers on problem exploration, research synthesis, prototype creation, and testing.

Design and Marketing Apprentice May 2015-Aug 2015
Uncollege San Francisco, CA
Created a variety of visual materials—ranging from Facebook ad campaigns and social media graphics to pitch decks and infographics—for Uncollege events and online channels. Gained hands-on digital marketing and branding experience as part of a small startup team.

UX/UI Designer Sept 2014-Jan 2015
Designation Labs Chicago, IL
Learned full-stack design principles—including UX research methodologies, UI design, and front-end development—through lectures, workshops, and real-world projects in a 18 week, 60+ hour/week bootcamp. Redesigned and prototyped Learnerator's test prep website and designed contact management app landing page for Kahoots during the project phase of the intensive.

PROJECTS

Bee the Change Founder May 2014-Present
The Resolution Project MV Explorer/New York, NY
Awarded a \$2,000 Resolution Project Fellowship for the Bee the Change, a social venture centered around using beekeeping to provide sustainable income to refugee and displaced populations. Work with founding team to make key decisions for the project. Developed branding and marketing strategy for Bee the Change's hive-based products.

Business Strategy and Design Consultant Aug 2015-Aug 2016
Subsistence Marketplaces Initiative Urbana-Champaign, IL
Collaborated with four MBA, engineering, and industrial design students to improve the design, distribution plan, and business strategy for Sun Bucket's stored solar cookstove. Developed and executed a research plan in India through discussions with social enterprises, home visits, interviews, and observation of urban and rural subsistence communities.

Physical Experience Design Advisor March 2014-May 2014
Serengetee MV Explorer and Agra, Ghana
Brainstormed and developed ideas for Serengetee's physical store and pop-up shop experience. Redesigned hangtags and delivery packaging to reduce waste, improve customer experience, and better represent the company. Created video and photo content for Serengetee website highlighting the Semester at Sea/Serengetee partnership and our work with Ghanaian batikers.