

Isabella Sill

Pittsburgh, PA | isabellaavasill@gmail.com | (561) 346-0711 | isabellasill.com

EDUCATION

Carnegie Mellon University

Pittsburgh, PA

Bachelor of Science in Business Administration with an Additional Major in Human-Computer Interaction

May 2027

Cumulative GPA: 3.75/4.0

Relevant Coursework: Designing Human-Centered Software, Computing Principles, Interaction Techniques, Social Psychology, IxD

WORK EXPERIENCE

Marketing & Growth Intern

San Francisco, CA

Sitch

May 2025-Present

- Oversaw 10-person flyer team, distributing 1,000+ flyers citywide; channel drove 17% of paid SF users at a 25% conversion rate, Sitch's top-performing acquisition method after referrals, Instagram, & TikTok
- Designed Instagram content in Figma to support IRL events & created scalable templates for social media assets
- Managed San Francisco partnerships as the sole growth intern, building relationships with local run clubs & social groups
- Planned & executed a 100+ attendee launch party, handling logistics, promotion, & guest experience
- Conceptualized, scripted, & appeared in multiple TikTok videos, boosting brand visibility & engagement

User Experience Intern

San Francisco, CA

Synch.Live

May 2025-Present

- Developed a structured data logging system to manage 1,000+ gameplay asset records, improving retrieval efficiency
- Analyzed data from 1,200+ participants to identify key demographic trends & user sentiments, informing product strategy
- Redesigned user survey with statistically valid question formats to improve reliability & streamline downstream data analysis
- Researched & proposed new revenue streams beyond core gameplay, including festivals & pharmaceutical partnerships

Digital Design Intern

San Francisco, CA

YesSF

May 2025-Present

- Implemented brand guidelines & Instagram content strategies, increasing engagement through consistent visual identity
- Designed & prototyped dozens of physical & digital posters in Figma, integrating UX principles & adaptable layouts
- Coordinated & managed 10+ community events at the organization's downtown SF headquarters space

TechSpark Makerspace Desk Attendant

Pittsburgh, PA

Carnegie Mellon University Engineering Department

January 2025-Present

- Operated & troubleshooted 3D printers & laser cutters, supporting 100+ daily users & ensuring safety protocol compliance

Project Management Intern

West Palm Beach, FL

Palm Beach County School District Information Technology Department

May 2022-July 2022

- Collaborated with engineers & UX designers to optimize the usability of a district-wide emergency alert badge used by 13,000+ teachers
- Coordinated daily workflows for 30+ interdisciplinary interns, applying Agile project management principles under the guidance of a Project Management Institute-certified manager

LEADERSHIP

Cursor Campus Ambassador

Pittsburgh, PA

Cursor

August 2025-Present

- Host on-campus workshops to expose CMU students to Cursor & how to code with AI

Figma Campus Ambassador

Pittsburgh, PA

Figma

August 2025-Present

- Host on-campus workshops to expose CMU students to Figma & how to design with Figma tools

UX/UI Designer

Pittsburgh, PA

Business Technology Group

September 2024-May 2025

- Conducted user interviews to develop user-centered solutions for CMU Packaging Services, aimed at improving key friction points for 15,000+ students interacting with the package center daily
- Designed interactive Figma wireframes for a button interface that tracks user clicks & dynamically updates live wait times on a corresponding website, informing users' package pickup decisions & saving their time

Director of Social Events

Pittsburgh, PA

Delta Gamma Beta Nu Chapter

November 2023-December 2024

- Orchestrated weekly social events & collaborated with Greek Life executives to strengthen inter-community relationships

SKILLS/ AWARDS/ LANGUAGES

Technical: Figma, Cursor, Wireframing, Prototyping, Canva, Adobe Photoshop, Microsoft Suite, RStudio, Python, CSS, HTML

Awards: Dean's List (Fall 2024, Spring 2025), AP Capstone Research Diploma, AP Scholar Award (2022, 2023)

Hobbies: Learning Spanish, Lap Swimming, Pickleball, Spikeball, Jogging around Pittsburgh