SAMANTHA RELLES

Passionate about telling stories through the intersection of art and technology.

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LinkedIn

WORK EXPERIENCE

Product Design Intern • Microsoft | June 2024 - August 2024

- Led end-to-end design project for a Copilot prompt assistance feature on the Word + Editor team, enhancing on-canvas Copilot interactions and personalizing the user experience on Word desktop
- Collaborated cross-functionally within a 10-person team, conducted user testing with 7 participants on PlaybookUX, and delivered research insights and design spec to the entire Office Product Group at the end of internship

UX/UI Design Intern • Pantsuit Professionals | May 2023 - August 2023

- Designed a fully functional app and website using Adobe XD for a 17-employee professional development association for women, increasing usability reviews by 23% through user research, storyboarding, prototyping, and user testing
- Selected from UX team of 6 to collaborate with engineers and researchers in creating all mobile and desktop versions

Social Media + Marketing Intern • Washington Premier Group, LLC | May 2023 - August 2023

- Spearheaded all social media activity and updated digital marketing strategies for client of WPG, a consulting firm focused on advocacy and political intelligence, resulting in a 35% increase in traffic to client's website
- Redesigned capability statement, brand logo, email advertisements, and event flyers for client's business needs

PROJECTS

Spotify - Sharing Music with Followers • UX Case Study | September 2022 - December 2022

- Identified issue with users' ability to find music that aligns with their music tastes, using Figma to effectively pioneer a new music sharing feature among followers on the app in semester-long Product Design course
- Developed high level storyboards, mockups, and prototypes to effectively communicate interaction and design ideas, dedicated 15+ hours each week evaluating the product's usability, and presented final prototype to 60+ students

Cornell Now • UX Project for Cornell AppDev Hack Challenge | November 2022 - December 2022

- Led 3 frontend developers and 1 backend developer as the primary designer using Figma to develop an app that strives to aid mental health at Cornell by connecting students with activities they're interested in on campus
- Modeled and engineered app within 2 weeks, implementing design goals derived from user research and testing

LEADERSHIP EXPERIENCE

UX Teaching Assistant • Intro to Digital Product Design | August 2022 - Present

- Manage teaching a course of 60+ students on industry-standard product thinking, interaction design, and visual design through directing weekly critique sessions and hosting office hours
- Help students define problems, conduct user research, and prototype their semester-long case studies

Page Designer • The Cornellian Yearbook | August 2023 - Present

- Design spreads and templates using Adobe InDesign for 300+ pages of Cornell University's official yearbook, brainstorming and executing team's creative vision while making constructive suggestions for change
- Develop themes in communication with Editor-in-Chief and input elements into the Jostens Yearbook software

EDUCATION

Cornell University | August 2021 - May 2025

College of Arts and Sciences
B.A. Information Science
Minor: Fine Arts
GPA: 3.84/4.0

Related courses: Digital Product Design, Human-Computer Interaction, Intro to Python, Intermediate Web Design, Visual Studies

SKILLS

Fluent with Figma, Adobe XD, User Research, User Testing, Interaction/Visual Design, User Models, Prototyping, Wireframing, Journey Mapping, Storyboarding, Storytelling, Problem Solving

Some experience with Python, HTML/CSS, PHP, JavaScript, Java, Swift, R

ACHIEVEMENTS

Arts and Sciences Dean's List
Gold Key Scholastic Art and Writing Award
Manhattan Community Board 8 Art Contest Winner

INTERESTS

Painting
Cooking
Puzzles & board games
Tennis
Always listening to music