

# Aviv Shimoni

Wellesley College, Class of 2021

Bachelor of Arts in Media Arts and Sciences  
Computer Science Concentration, Cum Laude

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## EXPERIENCE

### Social Media Content Creator

WELLESLEY COLLEGE, SEPT 2019 - JUNE 2021

Collaborated with social team to storyboard, design, film, and upload weekly content for Wellesley College's Instagram and Facebook stories in line with Wellesley brand guidelines | Conducted interviews and livestreams, and covered events | Collected and analyzed story metrics for increased performance | Produced content reaching an audience of 3000+ people/day | Attended biweekly strategy meetings with the Office of Communications & Public Affairs | Advised senior leadership on diversity and inclusion initiatives.

### Digital Marketing Intern

DAVIS MUSEUM, JUNE 2019 - AUG 2019

Designed, updated, and created graphics for the Davis website and Year in Review site | Designed marketing materials (flyers, social media posts) for Davis fall events and promoted them through promotional calendars | Coordinated with Davis curatorial staff and interns to create an online exhibition for a Google Arts & Culture story showcasing female portraiture.

### Administrative Assistant

WELLESLEY COLLEGE, MAY 2019 - MAY 2020

Designed marketing materials and bulletin boards for six departments' events using Canva, Photoshop, and Adobe Spark | Assisted Academic Administrator with events and functions | Worked with data entry systems and Excel spreadsheets to update fund information for Financial Services.

## PROJECTS

### Weissman Foundry 2019 Fellowship Award Recipient

"THE LAST THREE STRAWS", MAY 2019 - JUNE 2020

Project, design, and social media manager of a team promoting a sustainable fashion movement reaching students, alums, trustee board members, and industry professionals @ Wellesley, MIT, Babson, Olin, and Boston College campuses | 4000+ views on social media channels | Guest speakers at MIT's 'Trashion Show' and Babson's Center for Women's Entrepreneurial Leadership Disruption Dinner.

### Videographer and Editor, CAMS & ART Programs

WELLESLEY COLLEGE, APRIL 2021 - JUNE 2021

Produced and edited a promotional video for the departments of Cinema and Media Studies and Art (Studio Art, Art History, Architecture) to increase prospective student engagement | Filmed with DSLR cameras, edited with Adobe Premiere, Audition | Recruited and interviewed student participants | Applied stakeholder feedback for each project iteration.

## RELEVANT COURSEWORK

**CS 111:** Computer Programming & Problem Solving • **CS 115:** Computing for the Socio-Technic Web • **CS 204:** Front-End Web Development • **CS 220:** Human-Computer Interaction • **CS 230:** Data Structures • **CS 234:** Data, Analytics, and Visualization • **CS 304:** Databases with Web Interfaces • **ARTS 313:** Virtual Form • **ARTS 221:** Digital Imaging • **CS: 320:** Tangible User Interfaces • **ENGR 100:** Product Creation for All • **CS 349H:** HCI in the Automated Age • **CLSC 300:** How We Choose • **CS 221:** Design for Digital Worlds for Gaming • User Oriented Collaborative Design @ Olin College of Engineering • Digital Tech and the Law @ MIT

## SKILLS

**Programming:** Python, Java, JavaScript, CSS, HTML, SQL, and Flask programming familiarity | **Design:** Adobe Creative Suite Apps (Photoshop, Spark, InDesign, Premiere, AfterEffects, Audition), Unity, Drupal, Canva, Wordpress | **Prototyping:** InVision, Mural, Miro, Sketch, Figma | **Administrative:** Google Suite, Microsoft Apps | **Language:** Hebrew conversational fluency and Spanish proficiency | **Leadership:** Managed teams of students, organized and oversaw events, and gave and received leadership training through roles of Wellesley Orientation Mentor Captain (2019 - 2021) & Beebe Hall Vice President (2021) | **Public Speaking:** Radio DJ for WZLY 91.5 (2018 - 2021), Head Instagram and Facebook reporter for Wellesley College (2019 - 2021) | **Strong Collaboration Skills.**