

# Zeinab Drameh

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## EDUCATION

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**University of Southern California – Iovine and Young Academy**, Los Angeles, CA

Bachelor of Science in Art, Technology and the Business of Innovation, Expected May 2029

- **Emphasis:** UX Design, Graphic Design, Full Stack Dev
- **Relevant Coursework:** Interactive Data Systems, Intro to Machine Intelligence, Web Development

## RELEVANT INDUSTRY PROJECTS

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**Footwear Concept Design, PresQ Studios** (Los Angeles, CA)

CCO, January 2025 - June 2025

- Designed and modeled 3D-printed 'Gogo' boots drawing on West African aesthetics, producing 3D mockups using Vizcom & Photoshop. Created supplemental promotional posters and marketing campaign.
- Emphasis: Product Design, Graphic Design, Marketing

**Toy Innovation Project, Mattel** (Los Angeles, CA)

Founder, January 2024 - March 2024

- Developed *Tell-A-Tale*, an improv storytelling toy that fosters imaginative and collaborative play; conducted market research and user-testing to identify play patterns and opportunity areas, synthesizing insights into a 16-page business plan. 3-D modeled the physical prototype in Fusion 360, produced a promotional commercial in Adobe Premiere Pro, and created a low-fidelity app prototype in Figma.
- Emphasis: Product Design, Product Management

## PROFESSIONAL EXPERIENCE

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**Museum of Contemporary Art** (Los Angeles, CA)

Communications Teen Intern, September 2024 - May 2025

- Planned and executed MOCA's citywide Teen Night for 500+ students, serving on the communications team and leading the development and distribution of multi-platform marketing materials including posters, stickers, merchandise (hoodies and reusable bottles), and social media video content to drive visibility and engagement.
- Collaborated with artists, educators, and museum staff to advance youth inclusion initiatives like Sunday Studio, with a focus on outreach to underrepresented communities.

**Islah Academy** (Los Angeles, CA)

Non-Profit Operations Intern, June 2024 - September 2024

- Managed merchandise sales for Jummah Prayers and Annual Gala, contributing to over \$800K raised. Designed promotional materials (flyers, posters, and Instagram posts) for events and fundraisers.
- Facilitated youth group activities and initiatives, reaching out to companies, schools, and organizations for funding, donations, and campus tours.

## SKILLS + INTERESTS

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**Technical Skills:** HTML/CSS, PHP, PYTHON, SQL, Sci-Kit Learn, Docker/Kubernetes

**Business Skills:** Marketing, PM, Entrepreneurship

**Design Skills:** Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Figma, Procreate, SketchUP, Vizcom

**Interests:** Digital Art, Reading, Social Justice Advocacy