

YASH MARKENDEY

Creative Strategist | Digital Storyteller | UX-Informed Product & Marketing Hybrid | First-Generation Fulbright Scholar

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EDUCATION

Northwestern University | Medill School of Journalism | Evanston, IL | June 2025

BSJ in Journalism, with an Integrated Marketing Communications certificate & Segal Design Institute certificate,

15x Dean's List | UK-US Undergraduate Fulbright & Buffett Scholar

Relevant courses: *Digital Product Development, Design Thinking & Doing, UX/UI Design, App Design & Wireframing, Visual Storytelling for the Web, Design Innovation Practicum, Data Analysis & Visualization, IMC Strategy, Bay Area Design Immersion Program, IMC Finance*

EXPERIENCE

Digital Product Manager & Developer, Segal Design Institute

Evanston, IL | Mar 2025 – June 2025

- Led agile development of a Spotify Student Premium-based MVP under mentorship from Spotify PMs, translating insights from 100+ Gen Z users into a verification flow, social dashboard & personalized engagement features aimed at increasing Premium conversion.
- Conducted primary research & A/B testing in collaboration with full-stack engineers; delivered iterative Figma prototypes & pitched a scalable, marketing-aligned product roadmap to Spotify's product team.

Audience Engagement & Strategy Intern, Retro Report

New York, NY | Sep 2024 – Jan 2025

- Led digital strategy for *Citizen Nation* (PBS co-produced series), driving a 60% engagement lift through SEO, segmentation, A/B testing, and educational campaign rollouts.
- Built brand-aligned data dashboards and interactive visuals to evaluate accessible and Spanish content; produced cross-platform copy, graphics, and social assets to support grant proposals and outreach goals nationally.

Marketing & Design Intern, Lorraine K. Lee & RISE Learning Solutions

Remote | June 2024 – Aug 2024

- Led creative strategy & asset design for the personal brand of LinkedIn Top Voice & Instructor, producing graphics, UX wireframes, & marketing materials for a book launch, illustration series, & website, driving a 210% increase in LinkedIn engagement & clientele.
- Contributed to multi-channel rollout across web, email, & social, collaborating with a web developer on UI updates & managing logistics, content coordination, & growth strategy that increased revenue by 15%.

Marketing & Copywriting Intern, The Data Driven Reporting Project/Medill Knight Lab

Remote | Jan 2024 – Mar 2024

- Shaped core messaging & internal content strategy for this Google News Initiative-funded project, writing newsletters & SEO content while collaborating across teams to clarify audience voice, strengthen positioning, & guide future marketing direction.

Director of Social Media/Strategy & Assistant Editor, Scene+Heard Publication

Evanston, IL | Sep 2022 – June 2024

- Directed digital & editorial strategy for this student-led arts & culture magazine, increasing engagement by 80% in 90 days & positioning the publication as a rising platform for music & film coverage.
- Managed press outreach & relationships with music labels, publicists, & creatives, coordinating interviews, premieres, & entertainment coverage while co-editing two annual culture guides & editing 30+ features on identity, pop culture, & criticism.

Illustrations Assistant Editor, The Daily Northwestern

Evanston, IL | Sep 2023 – June 2024

- Directed visual storytelling across print & digital, producing original graphics & collaborating on daily editorial coverage at one of the nation's leading college newsrooms.

Marketing & Development Intern, Girls in the Game

Chicago, IL | May 2023 – Aug 2023

- Produced daily photo, video & graphic content aligned to brand values for a nonprofit serving girls from underserved communities, driving a 250% increase on Facebook, 108% on Instagram, & 500% on LinkedIn through data-driven strategy & GA4/Meta insights.

SELECTED PORTFOLIO PROJECTS

UX Designer, Spotlight App, Segal Design Institute

- Built a high-fidelity concert app prototype in Figma to drive Gen Z engagement through user research & social discovery features.

Product Designer, Amplify, Segal Bay Area Immersion

- Designed a social audio app & 3D-printed hardware prototype exploring multisensory UX through iterative testing.

Multimedia Journalist, Medill Knight Lab/Segal Bay Area Immersion

- Produced an interactive digital story on FGLI & Native communities using HTML, photography, & narrative reporting.

SKILLS

Product & UX: Product strategy, user research, wireframing (Figma), roadmapping (Trello, Asana), A/B testing, user insights, GitHub

Marketing & Analytics: SEO, GA4, Google Search Console, Meta Suite, LinkedIn Ads, data viz (Datawrapper, Flourish), CRM (Mailchimp, Salesforce), Google Analytics certified, Qualtrics

Creative, Web & Social: Adobe CC (Photoshop, InDesign, Premiere), HTML/CSS, JavaScript, WordPress, Squarespace, photography, creative writing, content strategy, Canva, Notion, Airtable, Hootsuite, Instagram, TikTok, Facebook, X, LinkedIn, Slack

Languages: English, Hindi, Punjabi, Urdu (native); French (professional)