

Camila Osorio

Calverton, NY

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EDUCATION

Northeastern University

Boston, MA

Bachelor of Science Degree in Business Administration and Design

May 2025

Concentrations: Marketing Analytics and Interaction Design

GPA: 3.6

Awards and Activities: Dean's List, Dean's Scholarship, Designer and Project Lead at Scout Studio, Radio Host and DJ at WRBB 104.9 FM, Webmaster and Communications Assistant at Sigma Kappa Sorority

Relevant Coursework: Identity and Brand Design; Interaction Design 1 and 2; Typography 1 and 2; Gaining Insights and Quantitative Analysis of Consumer Data; Design Process Context and Systems; Experience and Interaction; Innovation!

Global Study Abroad Experience

Mumbai, Bangalore, Aurangabad, Agra, Jaipur, and New Delhi, IN | Florence, Italy

30 Day Dialogue of Civilizations on Emerging Markets, Summer 1 Study Abroad

July 2022 | May 2024 – June 2024

Relevant Coursework: Marketing in Asia and Art History II

PROFESSIONAL EXPERIENCE

Northeastern University, Innovation and Planning Development

Boston, MA

User Researcher and Coordinator

July 2024 – December 2024

- Managed a participant network of over 150 students and stakeholders by recruiting and coordinating feedback sessions, enabling continuous input on academic programs and initiatives for ongoing focus projects.
- Developed materials that align with interview and focus group sessions to ensure clarity on user goals, elevated participant engagement, and organized research results.
- Synthesized research insights through summary reports and visualized findings, supporting data-driven decisions in new product development.

City of Cambridge, Communications Office

Cambridge, MA

Communications Co-op

July 2023 – December 2023

- Upkept the City's website by updating it daily with news stories, calendar events, and creating webpages for residents to easily digest information on City activities.
- Developed engaging content through emails, press releases, print publications and website for the public utilizing the City's digital marketing platform to inform residents on important community updates.
- Analyzed media coverage, created summary and engagement reports, and presented social media campaigns through an enterprise software to increase public awareness of city events and initiatives.

LEADERSHIP EXPERIENCE

Northeastern University, Scout Studio

Boston, MA

Designer, Project Lead

January 2024 – May 2025

- Directed 2 studio teams for semester-long projects with multiple clients, creating several deliverables that align with the client's strategic design goals for a more elevated and user-centric design system.
- Ideated the design identity of 3 emerging digital businesses to create innovative and engaging branding and UI applications. Developed user flows, user personas, research, sitemaps, interviews, wireframes, brand books, and logos.

Northeastern University, WRBB 104.9 FM

Boston, MA

Radio Show Host and DJ

September 2023 – May 2025

- Produced and co-hosted *Grapevine*, a weekly radio show that consisted of curated music queues and facilitated on-air discussions for an audience of up to 50 live listeners to foster community and campus engagement.
- Conceptualized and expanded the show's brand identity and Instagram engagement, including a video that generated 2,800 views, boosting audience reach and engagement.

SKILLS AND INTERESTS

Technical: Knowledgeable with Microsoft Office 365, Adobe Illustrator & InDesign, Figma, R, Notion, Meltwater, Sprout, Constant Contact, Sitecore, Asana, Miro, Atlas, Jira, Confluence; Familiar with Python, HTML, Adobe Photoshop, Bridge, & Premiere Pro

Languages: Native in English, Fluent in Spanish

Interests: Music (Hip-Hop, Indie, R&B), Concerts, Coffee, Travel, Art Galleries, Puzzles, Interior Design, 8-Ball, Foosball, Arcade Games, Cinematography, Photography

