

Isabela Pearl Nash

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Education

University of North Carolina at Chapel Hill – expected May 2026

Hussman School of Journalism and Media

B.A., Media and Journalism (Graphic Design & Ui/UX)

B.A., English and Comparative Literature

Fall 2024 GPA: 3.0

Cumulative GPA: 3.203

Experience

Design Desk - Daily Tar Heel, Summer 2024 - Current

- Using principles of graphic design, create interesting informative graphics for the published stories at the Daily Tar Heel. Expectations are to set up the physical newspaper for success through Indesign page layouts. Deadlines and punctual communication with the design editors are emphasized.

Web Development Internship - The Social Institute, Summer 2025 - Fall 2025

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Sales Associate–Rumors

Chapel Hill, NC August 2023 - Current

- Work Instagram shifts entail taking pictures of items and listing them on Instagram to boost sales.
- Package Instagram orders and enter them into a daily Google spreadsheet analysis.
- Enter Store Credit into the company sheets and communicate via social media.
- Greet customers and provide them with information on buying and selling clothes, product information, and suggestions to boost sales.
- Keeping the sales floor clean, organized, and stocked with inventory.
- Responsible for ensuring that the store's selling environment and service are constantly engaging and inviting to the customer.

- Responsible for tagging new items as they come in, filling accessories, and running go-backs.
- Work register and handle cash flow.
- Responsible for greeting customers at the fitting room and loss prevention.

Foundations of Interactive Media course, Spring 2024

- Become proficient in Figma software.
- Learned to code using HTML, CSS, and Javascript in V.S Code.
- Learned how to create graphs using Flourish and proficient in Excel for computing data.
- Learned how to convey visual stories accurately through color and design theory.

Foundations of Graphic Design course, Spring 2024

- Became proficient in Canva, Adobe Photoshop, Adobe Premiere Pro, Adobe Illustrator, and Adobe InDesign.
- Learned how to convey visual stories accurately through design theory.
- Learned the importance of messaging and branding in creating a company's identity through logo design and color theory.

Intermediate Interactive Media course, Fall 2024

- Improved upon Javascript skills and became familiar with the language and inner workings of coding information on various platforms such as GitHub.

UX Strategy and Design course, Fall 2024

- Developed a comprehensive understanding of the role product designers have in shaping everyday products for the general consumer
- Practiced interviewing participants about their user experience and did initial research to figure out the need we were aiming to fill with our web app design.
- Worked with a group throughout the semester to land a final project where the needs of our audience were resolved.

AD PR course, Fall 2025

- Developed a comprehensive understanding of the role product designers have in shaping everyday products for the general consumer
- Practiced interviewing participants about their user experience and did initial research to figure out the need we were aiming to fill with our web app design.
- Worked with a group throughout the semester to land a final project where the needs of our audience were resolved.

Social Media Committee - Delta Psi Xi, Fall 2023

- Managed and grew The Fraternity of Delta Psi's Instagram through engaging posts and community outreach tailored towards rush events.