

Abigail Stafford

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EDUCATION

University of North Carolina at Chapel Hill

May 2026

Majors: B.S. Information Science; B.A. Media and Journalism (Advertising/PR Concentration)

Extracurriculars: Carolina Analytics & Data Science Club, Moonlight Dance Team (Publicity Chair), Kazi Dance Crew, Kasama Filipino Association

Relevant Courses: UX Strategy and Design, Foundations of Interactive Media, Digital Storytelling, Programming for Information Professionals

AWARDS & HONORS

- Published (x5) at Pew Research Center for data visualizations, graphic design, and UI/UX research - data and design work published on Center's website, social media, and newsletter
- Carl and Mary Leonard Scholar and Carolina Covenant Scholar - Recipient of full-ride scholarship
- Assured admit for the Hussman School of Journalism and Media - 1 of 66 accepted out of 4,688 applications for automatic admission to the Journalism and Media program
- Member of UNC's Honors College - Competitive, four-year academic program enrolling 10% of each class; speaks to prospective honors students 1-on-1 and offers UNC campus tours as an ambassador

EXPERIENCE

La Farm Bakery, Barista

August 2024 — *Present*

- Operates Point of Sale (POS) system efficiently to process transactions and ensures accurate order entry
- Welcomes all customers warmly, offers personalized recommendations, crafts artisanal beverages and baked goods in a fast-paced environment, and prioritizes attention to detail for exceptional customer service

UNC Kenan-Flagler Business School Executive Development, Marketing Intern

November 2023 — April 2024

- Created multimedia promotional content; eliminated backlog of 200+ days of social media tracking metrics; managed Excel files to reflect daily social media insights and suggested data-driven solutions to gaps in user needs; drafted polling ideas based on company media data for an audience of 5.9k; tracked competitors across LinkedIn and Facebook
- Packaged physical program materials (flyers, books) and Chapel Hill Toffee for tabling events

Pew Research Center, Digital Strategy Intern

June 2023 — August 2023

- Served as 1 of 17 interns selected out of 2500+ applicants to work on data visualizations, UI/UX research, social media, digital strategy, and graphic design on their digital team
- Utilized multilevel coding schema to classify and categorize hundreds of open-ended text survey user responses on chart comprehension; pulled metrics with Looker/Google Data Studio and presented findings in front of social trends research team with a yearly roundup report
- Produced full report on [MLK Jr.'s Legacy](#) and assisted in the development of a [digital knowledge quiz](#) for the website; designed all information graphics and data visualizations for blog posts including those on [food stamps](#) and [Asian American history knowledge](#) utilizing Adobe Illustrator and Excel; co-produced weekly newsletter delivered to 80K+ subscribers; hosted street interviews with strangers
- Conducted UX research on [usertesting.com](#) and by designing user personas, creating an interactive prototype widget for the website based on strategic UX gaps about generation Z

SKILLS

Technical: User Testing; Data Analysis; Figma; Wireframing; Prototyping; Adobe Illustrator; Programming; Data Visualization; Responsive Web Design; Flourish; AP Style; Datawrapper; Graphic Design; Google Suite

Languages: HTML/CSS, R, Python, English, Intermediate Korean