

Aviva Kaplan

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Avid learner interested in the intersection of health, science, and business, eager to play a role in creating accessible healthcare solutions.

EDUCATION

Northwestern University - Evanston, IL

June 2024

B.A. in Biological Sciences and Science in Human Culture; Segal Design Certificate

GPA: 3.82 Dean's List, 2024 Science in Human Culture Essay Prize Winner

Relevant Coursework: UX Design, Service Design, Human-Centered Product Design, Immunobiology, Organic Chemistry

EXPERIENCE

Equativ - New York, New York

February 2026–Present

Partnerships Manager

- Research and qualify new partnerships across 500+ publishers and agencies, documenting insights in CRM
- Deliver high-volume outreach tailored to client needs, driving engagement while handling objection under pressure
- Partner with sales manager to shape outreach strategy and prepare meeting materials, exceeding quota by 30%

North American Language and Culture Assistants Program - Sevilla, Spain

October 2024–June 2025

English Language Assistant at IES Beatriz de Suabia

- Create and deliver 5+ individualized and group lesson plans per week for Spanish public high school students
- Support English language learning by making complex educational topics digestible through activities and games
- Build cross-cultural connections to enhance student learning and enrich school community

Norton & Elaine Sarnoff Center for Jewish Genetics - Chicago, IL

Winter 2024

Project Management Intern

- Collect data and survey stakeholders as part of a community needs assessment to identify gaps in services
- Collaborate with lead genetic counselor to reimagine the accessibility of educational information on website

Lurie Children's Hospital of Chicago - Chicago, IL

Summer 2023

Digital Health Intern

- Designed survey sent to 400K+ patients to evaluate the user experience and accessibility of Telehealth and Remote Patient Management technologies
- Organized focus groups to gather insights on end-user experiences and collaborated with analytics and improvement teams to formulate recommendations that remove barriers to healthcare access

LEADERSHIP

Indigo Social LLC - Evanston, IL

Spring 2022–Spring 2024

President of Event Planning Startup

- Planned 18 events, reaching 4K+ students to boost community engagement and raise \$100K for local businesses
- Direct user research to understand student trends and lead projects that have garnered \$85K in revenue

Design For America - Evanston, IL

Fall 2022–Spring 2024

Student Organization Participant

- Engaged in human-centered design research for Chicago Furniture Bank to understand consumer trends regarding how students acquire furniture
- Enhanced UX design skills through weekly sprints on services ranging from rideshare apps to university administration tools

Northwestern University Sailing Team - Evanston, IL

Spring 2021–Spring 2024

A-Fleet Crew and Social Chair, and All-Academic team member

- Coordinated weekly social events to improve team dynamics while managing budget
- Coached summer sailing camps for Chicago Public Schools' students

ADDITIONAL

Skills: Microsoft Office, G Suite, R, Power BI, CAD, REDCap, Figma, Customer Service, Seal of Biliteracy in Spanish (fluent)

Interests: Human-centered design, hosting friendly science fairs, sailing, cooking, and travelling