

Robert Farb

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EDUCATION

UNIVERSITY OF MICHIGAN

Cognitive Science: Decision and Cognition
GPA: 3.66/4.0

Ann Arbor, MI

Apr 2017

EXPERIENCE

BLT Communications

Web Development Intern

Hollywood, CA

Jun 2015 – Aug 2016

- Wrote and updated responsive web applications to handle specific jobs such as tracking inventory, storing and retrieving data
- Designed data models for applications, metadata tables, views and related database structures using Microsoft SQL and MYSQL
- Built web sites using authoring and scripting languages, content creation tools, content management systems, and digital media
- Drafted UX on Axure and presented to the Vice President of Technology before creating the working version of the web application

Mahindra Genze

Marketing Intern

Ann Arbor, MI

Apr 2015 – Jun 2015

- Researched and compiled data to help GenZe determine their position in the marketplace
- Gathered information on competitors and analyzed their prices, sales, and method of marketing and distribution
- Forecasted and tracked marketing and sales trends; analyzed and presented the data to the Vice President of Design and Product Management
- Collected and recorded data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand

LEADERSHIP AND COMMUNITY INVOLVEMENT

North Campus Child Care Center

Teacher's Assistant

Ann Arbor, MI

Apr 2014 – Jun 2014

- Provided extra assistance to students with special needs, such as students with physical and mental disabilities
- Observed students' performance, and recorded relevant data to assess progress and present to parents

Phi Gamma Delta Fraternity

Historian

Ann Arbor, MI

Jan 2014 – Jan 2015

- Collaborated with graduate brothers and housing board directors to coordinate an Alumni reunion banquet

ADDITIONAL

- UX/UI design using Adobe Photoshop and Axure
- St. John's hospital, 2009 - 2015; Volunteered as a nurse's assistant in the orthopedic unit
- 2014 Community service presidential award for exceptional contribution exceeding 150 hours of service
- Interests include skiing, yoga, tennis, graphic design, photography and travel