

Amy Herrera Rodriguez

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EDUCATION

University of Michigan Ann Arbor | Fall 2022 Transfer | Cumulative GPA 3.7/4.0 Ann Arbor, MI
Bachelor of Arts: Intended Information Sciences | Concentration: UX Design
Minor: Latino/a Studies Fall 2022 — Spring 2025
Awards: Hispanic Scholarship Fund Scholarship 2022-2023
Organizations: La Casa's Latino Leadership Academy, Society of Hispanic Professional Engineers, Digital Painting Club

Michigan State University Honors College | Cumulative GPA 3.9 East Lansing, MI
Bachelor of Arts: Exploratory Preference | Concentration: Latino Studies
Awards: Hispanic Scholarship Fund Scholar and Award Recipient 2021-2022
Organizations: Peer Navigator Mentorship Program, MSU Powerlifting Club, Migrant Student Services Fall 2020 — Spring 2022

PROFESSIONAL EXPERIENCE

Michigan FinTech Robo-Advising Product Team | *UX Design Lead* | Ann Arbor, MI November 2022 — Present

- Maintained UX Lead role in designing and creating mockups of UI screens using Adobe XD and Figma
- Communicated effectively with both product and software development teams
- Ensured the final project met standards to present at Michigan Fintech Conference to 50+ Attendees

The People's Action | *Social Media Intern* | Detroit, MI April 2022 — August 2022

- Attendance of Adopt the Block Initiatives, 35% increase in engagement
- Maintenance of social media accounts including LinkedIn, Twitter, Instagram, Juneteenth Campaign Chief
- Adapted to work environment and new teams, increased understanding of design and social justice

Nature and Nurture Farm | *Marketing and Organic Farm Seed Intern* | Dexter, MI May 2022 — September 2022

- Organized creative efforts for the Harvest Festival 100+ attendees
- Managed 130 acres of woods, wetlands, and mostly clay-loam fields with focus on hands-on application of sustainable agriculture principles and practices. Experiences include: growing and marketing of produce, seed growing, harvesting, and cleaning, restoration

Finance Conference Attendee | *Hispanic Scholarship Fund Scholar* | New York, NY October 2022

- Selected HSF Scholar to attend the Finance Conference 100 of 10,000+ Scholars
- Connected with HSF Alum, talked to recruiters, and explored opportunities in finance, asset management, private equity
- Demonstrated understanding of Latinx Advancement in Financial Industry

Google | *Latinx Student Leadership Summit (LSLS) Attendee* | Remote April 2022

- Selected as one of 130 Latinx student leaders from a pool of 870+ applicants nationwide to attend the leadership summit
- The Latinx Student Leadership Summit is a selective program that taught me utilization of "Latinidad" to inspire your family, community, and university in the tech field

LEADERSHIP & PROFESSIONAL DEVELOPMENT

Management Leadership for Tomorrow | *Career Prep Fellow* | Washington, District of Columbia December 2022 — Present

- Selected as one of 1,000 for an 18-month professional development program for high-achieving diverse talent
- Complete business case studies and intensive projects to hone analytical, quantitative and communication skills

ColorStack | *Mentor* | New York, NY September 2022 — Present

- Provided one-on-one support to students, helping them to set career goals and develop a deep understanding of the tech industry, ultimately creating an action plans to achieve them
- Played a crucial role in helping Black and Latinx students achieve their career goals in the tech industry

University of Michigan MProduct | *Active Member* | Ann Arbor, MI September 2022 — Present

- Worked to bridge the gap between academic study and real-world application, providing a platform for aspiring product managers
- Assisted in meetings, planning and speaker events, ultimately building skills, knowledge, and network

ADDITIONAL INFORMATION

Language: Fluent English and Spanish, Portuguese Limited Working Proficiency
Software: Figma, Adobe, Python, JavaScript, Coursea Google UX and Product Management, CodePath Web Development Course
Interests: iPad Accordion, Powerlifting, Environment, Multicultural Marketing, Baritone Saxophone, Photography, Food