## **Benjamin Greenberg**

#### **Experience**

#### **UX Research and Design Intern /** City of Ann Arbor

Ann Arbor, MI / May 2022 - Jul 2022

- Designed a high-fidelity prototype in Figma for an online Engagement Hub to increase and diversify citizen engagement, optimize access and participation in city events, project, volunteering and decision making
- Conducted research (surveys, interviews, analytics analysis, competitor analysis, user testing) to gain an understanding of how residents use and would like to use digital products to engage with the city

#### **UX Designer and Researcher /** Cromaine District Library

Hartland MI / UMSI Design Clinic / Jan 2022 - Apr 2022

- Created a high-fidelity prototype of the most important and used pages in desktop and mobile form in Figma to enhance UX and site accessibility
- Analyzed website's analytics, information architecture; performed survey, interview, competitor analysis and heuristic analysis
- Focused digital design work on enhancing the library's branding and update style guide to improve accessibility

# **Customer Help Desk Technician /** University of Michigan Information Technology Services

Ann Arbor, MI / Feb 2021 - Present

- Troubleshoot issues by viewing IT interaction challenges from users' point of view and communicating with accessible language
- Collaborate with team members and other service support groups to resolve complex issues
- Utilize creative design thinking to propose improvements to new employee training and evaluation processes

### **Projects**

#### **UX Consultant / Bosch Rexroth**

Ann Arbor, MI / Jan 2022 - Apr 2022

- Conducted, on a team of three peers, a useability analysis of an internal tool used by Bosch Sales associates, using an interaction map, interviews, surveys, heuristic evaluation, and usability test
- Gained an understanding of employee workflows, and make improvement suggestions for internal sales tools

#### Product Designer / UX Research and Design Mastery Course

Ann Arbor, MI / Sep 2022 -Dec 2022

- Created a prototype for a mobile platform that would allow users to list and rent residential parking spaces
- Created a design system to standardize prototype iteration among teammates

#### Contact

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#### **Education**

#### **University of Michigan**

Ann Arbor, MI, Expected May 2023

#### **Masters of Science in Information**

Specialization in User Experience Design and Research

#### **University of Michigan**

Ann Arbor, MI, 2020

**Batchelor of Arts in Psychology** 

Minor in Entrepreneurship

#### **Skills**

#### Design

Affinity Walls
Design Development
Design System
Digital Design Storytelling
Empathy Mapping
Journey Mapping
Mockups
Personas
Product Design
Project Management
Prototypes
User Research

**UX/UI** Design

# Tools Adobe XD CSS Figma Git Illustrator HTML Jira JavaScript Photoshop Premiere Pro