

# Benjamin Greenberg

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## Education

### University of Michigan

Ann Arbor, MI / Expected May 2023

#### Masters of Science in Information (MSI)

Specialization in Human  
Computer Interaction and  
User Experience Research  
and Design

### University of Michigan

Ann Arbor, MI / 2020

#### Batchelor of Arts in Psychology

Minor in Entrepreneurship

## Skills

### Design:

Affinity Walls

Design System

Journey Mapping

Mockups

Personas

Project Management

Prototyping

Wireframing

Human-computer Interaction

Design Development

User Research

User Needs Research

Empathy Mapping

### Tools:

Adobe XD

Figma

Fusion 360

Adobe Illustrator

Adobe Photoshop

Premiere Pro

### Languages:

CSS

HTML

JavaScript

Python

## Experience and Projects

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

Ann Arbor, MI / May 2022 - July 2022

- Designed a high-fidelity prototype for an online Engagement Hub to increase and diversify citizen engagement, to optimize access and participation in city events, projects, volunteer opportunities and decision making
- Conducted research- surveys, interviews, analytics analysis, competitor analysis, and user testing
- Delivered written report detailing our user research and outlining actionable recommendations to increase Ann Arbor resident engagement

### Cromaine District Library / UX Researcher and Designer

Ann Arbor, MI / January 2022 - April 2022

- Redesigned library website, a central informational/cultural hub for a rural community, for enhanced user experience and accessibility
- Created a high fidelity prototype of the site's most important and used pages in desktop and mobile form
- Analyzed website's analytics, information architecture; performed survey, interview, user testing, competitor analysis and heuristic analysis
- Focused graphic design work on enhancing the library's branding

### Bosch Rexroth / UX Consultant

Ann Arbor, MI / January 2022 - April 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, comparative evaluation, surveys, heuristic evaluation, and usability test

### U of M Spaces (Project) / UX Researcher and Designer

Ann Arbor, MI / September 2022 - December 2022

- Designed a website for college students to locate and reserve "best-for-them" study spaces on campus
- Performed background research and competitive analysis, created user personas, conducted user testing
- Produced a high-fidelity prototype using Figma for mobile devices

### University of Michigan ITS / Customer Help Desk Technician

Ann Arbor, MI / February 2021 - August 2021 (full-time), August 2021 - Present (student)

- Deliver exceptional customer service, utilizing Knowledge-Centered Service to effectively resolve incidents and fulfill requests
- Troubleshoot issues by viewing IT interaction challenges from users' point of view and communicating with accessible language
- Collaborate actively with team members and other service support groups to resolve complex issues

### University of Michigan ITS / Project Management Intern

Ann Arbor, MI / May 2020 - August 2020

- Used Agile practices to assist in project management of myriad University-wide ITS projects
- Pitched and created a redesign of the website for U of M Counseling and Psychological Services (CAPS) to enhance student access to mental health services