

## BENJAMIN A. SEGAL

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### [UNIVERSITY OF MICHIGAN, SENIOR]

Bachelors of Science in Information: User Experience Design  
Minor: Entrepreneurship  
Graduation: April 2017

### [SKILLS]

Proficient: HTML, CSS, Javascript, SQL, & PHP  
Working Knowledge: C++, Python, & Swift  
Design: Photoshop, Illustrator, Premier, Sketch

### [WORK EXPERIENCE]

#### IBM, USER EXPERIENCE INTERN: SUMMER 2016

NEW YORK CITY

- Conducted user interviews. Mastered Google Analytics, HotJar, and Optimizely for data collection.
- Presented to executives data driven recommendations for restructuring of an internal system design.
- Storyboarded, edited, and produced video for work place educational module.

#### ONWARD, MARKETING INTERN: SUMMER 2015

ISRAEL

- Wrote copy and directed marketing content for Israeli tech startup.
- Coordinated visit to local University to recruit collegiate talent.

#### CAMP YJ, MUSIC DEPARTMENT DIRECTOR: SUMMER 2014

AMHERST, NH

- Managed staff of ten and organized camp-wide music activities.
- Supervised bunk of twenty campers, served as certified lifeguard and swim instructor.
- Organized and taught music classes to over 300 campers.

### [EXTRACURRICULARS]

#### CENTRAL STUDENT GOVERNMENT REPRESENTATIVE, 2016-PRESENT

ANN ARBOR, MI

- Elected to represent over 200 School of Information students at the undergraduate and graduate level.
- Aid Central Student Government in weekly communications to the student body.

#### RESIDENTIAL ADVISOR, 2015-PRESENT

ANN ARBOR, MI

- Committed to creating a positive Michigan experience for my residents.
- Promote a welcoming environment through community building events.
- Devoted to the growth of my residents.

#### TEACHING ASSISTANT, ENTR 407: 2015

ANN ARBOR, MI

- Interviewed respected entrepreneurs to speak about their startup experience.
- Connect with students at office hours.

#### PGN, CO-FOUNDER, 2013-PRESENT

ANN ARBOR, MI

- Winter 2013, collaborated to establish University of Michigan chapter charter for national professional business fraternity Phi Gamma Nu.
- Fall 2014, launched new marketing plan, attracted 400 new recruits.
- Helped grow organization from eight founding fathers to an established organization with over one-hundred current active members.

### [ADDITIONAL]

- Certified Cycling Instructor.
- Biked across western New York.