

BENJAMIN A. SEGAL

C: 518.527.7515 | E: bensegal@umich.edu
Website: bensegal.me | LinkedIn: <https://goo.gl/8r8zhb>

UNIVERSITY OF MICHIGAN

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

SKILLS

HTML, CSS, Javascript: Web Dev
Photoshop, Illustrator, Sketch, inVision: Design
Experience with: C++, Python, SQL, PHP, & Swift

RELEVANT COURSEWORK

Agile Web Dev (A), Information Studies (A-), Information Environments (A-), Graphic Design (A-), Mobile App Development (A), Usability Evaluation (A-), Web Databases (B+), Digital Product Design, Human-Computer Interaction

WORK EXPERIENCE

IBM, USER EXPERIENCE INTERN: *SUMMER 2016*

NEW YORK, NY

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

ONWARD, MARKETING INTERN: *SUMMER 2015*

ISRAEL

- Wrote copy and directed marketing content for social media reputation management tool tech startup.
- Coordinated visit to local University to answer applicant questions and recruit collegiate talent.

CAMP YJ, AUDIO ENGINEER DIRECTOR: *SUMMER 2015*

AMHERST, NH

CAMP YJ, MUSIC DIRECTOR: *SUMMER 2014*

- Managed staff of ten and oversaw development of camper's musical projects.
- Supervised bunk of twenty campers, served as certified lifeguard and swim instructor.
- Organized and taught classes to over 300 campers.

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: *FALL 2015-PRESENT*

ANN ARBOR, MI

- Addressing the needs of the hall by organizing community building events that will help develop positive and meaningful relationships.
- Foster meaningful relationships with hall residents by demonstrating consistent availability .
- Collaboration with other residential establishing an inclusive environment where all residents are respected.

TEACHING ASSISTANT, ENTR 407: *FALL 2015*

ANN ARBOR, MI

- Collaborated with three other teaching assistants to run lecture in entrepreneurship curriculum.
- Interviewed respected entrepreneurs for campus lecture series to 250 student.
- Connect with students at office hours to help advise entrepreneurial ventures

PGN, CO-FOUNDER, *WINTER 2013-PRESENT*

ANN ARBOR, MI

- Collaborated to established 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.

GE, USER EXPERIENCE CO-OP *WINTER 2017*

DETROIT, MI