

# Jacob Heifetz-Licht

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## WORK EXPERIENCE

- Deloitte Washington, D.C.  
9/2018 – 9/2019  
*Federal Business Technology Analyst*  
*Client: Veterans Benefits Administration (VBA)*
- Developed the Executive Systems Summary Tool, a one page Tableau visual highlighting IT bandwidth metrics and system outages for the Under Secretary for Benefits to conduct quicker mission-critical system remediation and more focused provisioning decisions for network and system planning.
  - Developed the Service Ticket Summary Tool, a comprehensive Tableau visual of key VBA service tickets data including the quantity and fluctuation of service tickets per each facility, KPIs, and historical trend charts that analyze the daily status and annual trend of open, closed, and new service tickets and their associated rates of closure over time.
  - Developed the Cost-of-Delay Tool, an interactive Tableau visual that ranks the priority of upcoming VBA projects that drills down to project details including KRIs, POCs, and system mappings, to be presented at the 2019 Global SAFE<sup>®</sup> Summit.  
*Client: Customs and Border Protection (CBP)*
  - Created a comprehensive Federal Employee Viewpoint Survey (FEVS) Toolkit comprising of a Tableau Data Import Guide, User Guide, Training Workbook, and Training Deck for the Workforce and Resiliency Division.
  - Lead two training sessions with the Workforce and Resiliency Division on the Data Import Guide Process, equipping the division with the resources necessary to complete the FEVS Data Import Process.
  - Developed a Situational Analysis Dashboard, an interactive Qlik tool to identify KPIs including Significant Incidents and Narcotics Seizures for leaders within the Office of Field Operations.  
*Initiative: Rutgers University Business Intelligence Team (RUBI)*
  - Developed a comprehensive interactive dashboard for Rutgers Recruiting Team senior leadership to identify appropriate student candidates via a Student Scorecard, Student Comparison Chart, Retrospective Analysis, and Full Student Table.  
*Initiative: Insight Studio Hackathon, Sterling National Bank (SNB)*
  - Designed, developed, and presented a customer survey to Senior Management that pushed live scripts to SNB's CRM system.  
*Initiative: Visual Design Corps (VizDC)*
  - Developed an executive dashboard for VizDC senior leadership to quickly identify key design request and training metrics.
- Deloitte Washington, D.C.  
5/2017 – 7/2017  
*Federal Business Technology Analyst Summer Scholar, Amtrak Customer Experience Program*
- Developed the new Amtrak website utilizing HTML, CSS, XML, and Adobe Experience Manager.
  - Designed and developed an Amtrak Apple Watch companion app prototype in two days: <http://jacobhl.com/amtrak/index.html>
  - Tested website features, cross-platform performance, device-specific layouts, CSS properties, and reported bugs accordingly.
- United Parcel Services (UPS) Mahwah, New Jersey  
5/2016 – 8/2016  
*Information Technology Intern*
- Created Dashboards within the Oracle Business Intelligence tool to assist Business Analysts in Atlanta, Georgia.
  - Designed mockups and user experiences for an interactive package sorting training exercise designed for company iPads.
  - Developed social media proposals to increase company awareness, and designed Snapchat filters for Founder's Day.

## EDUCATION

- Rutgers University, Rutgers Business School New Brunswick, New Jersey  
2014 – 2018  
*Bachelor of Science in Business Analytics and Information Technology, Concentration in Entrepreneurship*
- GPA: 3.58 / 4.0
  - Honors: Best Financial Hack at Hack Princeton, William T. Quinn Academic Scholarship, 1<sup>st</sup> Place at Rutgers Chess Tournament, Hudson Bread Marketing Competition Finalist, Dean's List Fall 2014 – Spring 2018
  - Relevant Coursework: Time Series Modeling for Business, Investment Modeling in R, Foundations of Business Programming, Business Data Management, Management Information Systems, Statistical Methods for Business, Introductory Computer Science
  - Leadership: Rutgers Art and Design Club (Founder & President), Rutgers Entrepreneurial Academy of Leadership (Inaugural Ambassador), Rutgers Entrepreneurial Society (Events Coordinator), Rutgers Chess Club (Events Chair)

## SKILLS, CERTIFICATIONS, CLEARANCES & INTERESTS

Technical Skills: Tableau, Qlik, HTML, CSS, SQL, R, Python, Microsoft Office Suite (Excel, Visio, SharePoint, PowerPoint, Word)  
Certifications: Tableau Desktop Specialist, Certified SAFE 4 Agilist  
Clearances: Veteran's Affairs – Public Trust  
Interests: Dashboards, Website Design, User Experience, Visual Design, Prototyping, Hackathons, Chess, Running, Drawing