Jacob Heifetz-Licht

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WORK EXPERIENCE

Deloitte — Washington, D.C.
Federal Business Technology Analyst — 9/2018 – Present
Client: Veterans Benefits Administration (VBA)

- Developed a Tableau dashboard for the Under Secretary for Benefits highlighting IT bandwidth metrics and system outages to enable quicker mission-critical system remediation and more focused network and system planning provisioning decisions.
- Created an interactive Tableau tool that objectively prioritizes upcoming VBA projects on a scatterplot including comprehensive drilldown views displaying KRIs, system mappings, and session status, to be presented at the 2019 Global SAFe® Summit.
- Developed a comprehensive Tableau dashboard that displays key VBA service ticket data through the quantity and fluctuation of service tickets per regional office and historical trend charts analyzing daily status, annual trend, and rates of closure per category.

Client: Customs and Border Protection (CBP)

- Created a comprehensive Federal Employee Viewpoint Survey (FEVS) Toolkit consisting of a Tableau Data Import Guide, User Guide, and Training Workbook for the Workforce and Resiliency Division.
- Lead multiple training sessions with the Workforce and Resiliency Division on the Tableau Data Import Guide process, equipping the division with the necessary resources and experience to independently complete the FEVS Data Import Process.
- Developed an interactive Qlik dashboard to identify KPIs (Incidents, Seizures, etc.) for Office of Field Operations Executives.

Initiative: Rutgers University Business Intelligence Team (RUBI)

- Created a comprehensive interactive dashboard to identify desirable student candidates with a Student Scorecard, Student Comparison Diagram, Retrospective Analysis, and Full Student Table for the Rutgers Recruiting Team senior leadership.

Initiative: Insight Studio Hackathon, Sterling National Bank (SNB)

- Designed, developed, and presented an interactive website that pushed live scripts to the CRM system for SNB senior leadership.

Deloitte — Washington, D.C.
Federal Business Technology Analyst Summer Scholar, Amtrak Customer Experience Program — 5/2017 – 7/2017

- Developed the redesigned Amtrak website utilizing HTML, CSS, XML, and Adobe Experience Manager.
- Designed and developed an Amtrak Apple Watch companion app prototype in two days: jacobhl.com/amtrak
- Tested Amtrak website features, cross-platform performance, device-specific layouts, CSS properties, and reported bugs.

United Parcel Services (UPS) — Mahwah, New Jersey
Information Technology Intern — 5/2016 – 8/2016

- Created multiple dashboards with the Oracle Business Intelligence tool and delivered to Business Analysts in Atlanta, Georgia.
- Designed mockups and user experience designs for a package sorting training exercise application for company iPads.

Soylent — New Brunswick, New Jersey
Campus Ambassador — 10/2015 – 5/2016

- Generated over 700 leads through campus marketing campaigns and hackathons including HackRU, HackNY, and HackTCNJ.

Practising Law Institute — Manhattan, New York
Intern — 6/2015 – 1/2016

- Developed multiple websites enabling clients to quickly search for local Attorneys and Accountants through interactive maps.

EDUCATION

Rutgers University, Rutgers Business School — New Brunswick, New Jersey
Bachelor of Science in Business Analytics and Information Technology, Concentration in Entrepreneurship — 9/2014 – 5/2018

- GPA: 3.6 / 4.0
- Honors: Best Financial Hack at Hack Princeton, William T. Quinn Academic Scholarship, 1st Place at Rutgers Chess Tournament, Hudson Bread Marketing Competition Finalist, Dean's List Fall 2014 – Spring 2018
- 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)
- 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

SKILLS, CERTIFICATIONS & 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
Interests: Dashboards, Website Design, User Experience, Visual Design, Prototyping, Hackathons, Chess, Running, Drawing