

# Lexi Fogel

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## About

Recent University of Michigan graduate passionate about seamless user experiences and leveraging data analysis to optimize business strategy.

## Education

### University of Michigan

Aug 2019 – May 2023 · Ann Arbor, MI

**B.S. Information** - UX Design

Minor in Economics

**GPA: 3.87**

## Tools & Skills

- Python / RStudio / Excel
- Project management
- Problem solving
- Attention to detail

## Engagements

### Smithsonian Institution Voyager 3D Redesign

Aug 2022 – May 2023 · Ann Arbor, MI

Consulting for the Smithsonian Institution on increasing usability of the Voyager 3D platform

## Awards

### University Honors

University of Michigan

Fall 2019, Win 2020, Fall 2020, Win 2021, Fall 2021, Win 2022, Fall 2022, Win 2023

### James B. Angell Scholar

University of Michigan

Winter 2021, Winter 2023

### W.J. Branstrom Freshman Prize

University of Michigan · Winter 2023

## Experience

### Operations Analyst • Home Partners of America

September 2023 – February 2024 · Chicago, IL

- Proactively monitored work order completion for a territory of homes within the occupied single family residential (SFR) portfolio.
- Conducted a comprehensive examination into warranty redemption and success rates for high-cost-to-maintain (CTM) asset categories, providing strategic recommendations to increase compliance and optimize data collection within this critical area.
- Conducted thorough analyses of operational policies, processes, and workflows within the reactive maintenance space, developing standard operating procedures (SOPs) to help decrease asset CTM and average work order time to complete (TTC).

### Instructional Aide • U-M School of Information

January 2022 – May 2023 · Ann Arbor, MI

- Graded assignments, led discussion sessions and hosted office hours for SI 339/539: Web Design/Accessibility (W22) and SI 422: Needs Assessment & Usability Evaluation (F22, W23).

### Market Research and Data Analytics Extern • Mobalytics

January – March 2023 · Remote

- Researched and analyzed the play-to-earn (P2E) crypto space, identifying trends, industry drivers, and key publishers. Conducted case studies on successful games, examining their organizations and operational mechanisms.
- Utilized Excel and SQL to organize, analyze, and visualize data effectively.
- Generated actionable recommendations encompassing monetization opportunities, marketing strategies, product features, and potential partnerships in the P2E landscape.

### UX Design Engineer • U-M Digital Water Lab

January – December 2022 · Ann Arbor, MI

- Collaborated with local stakeholders to improve dashboards and other data interaction tools for the Huron River Watershed, aligning with community objectives.
- Applied Python and Plotly to redesign dashboards, integrating live, interactive visualizations through database queries and leveraging data visualization and app-building libraries.
- Initiated development of a comprehensive GIS model for the Huron River Watershed system using bathymetry data, exploring various methods to automate digitization processes.

### E-Commerce Strategy Associate Intern • Wayfair

June – August 2022 · Boston, MA

- Evaluated existing partnership support procedures and used data to identify and understand pain points within the supplier inquiry resolution process.
- Utilized the A3 methodology to evaluate and update existing problem-solving processes related to supplier account status. Developed three new workflows and tools and integrated them into daily protocols for NA Partner Desk associates.
- Created process maps and strategy plans for efficient implementation and benchmarking of new resources. Engaged with cross-functional teams to facilitate effective solution implementation.