Lexi Fogel

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About

Senior at the University of Michigan passionate about seamless user experiences and utilizing data and analytics in strategy development

Education

University of Michigan
Aug 2019 – May 2023 · Ann Arbor, MI

B.S. Information - UX Design
Minor in Economics

Tools & Skills

- Python
- HTML / CSS
- RStudio
- Excel
- Figma / prototyping
- Problem solving
- Data analysis
- Attention to detail

Projects

Smithsonian Voyager Redesign
Aug 2022 – May 2023 · Ann Arbor, MI

Consulting for the 3D Digitization department at the Smithsonian Institution on increasing usability of the Voyager platform for my UX design capstone course

Awards

University Honors
University of Michigan

Dec 2019, Apr 2020, Dec 2020, Apr 2021, Dec 2021, Apr 2022, Dec 2022

James B. Angell Scholar
University of Michigan · March 2021

W.J. Branstrom Freshman Prize
University of Michigan · March 2020

Experience

Incoming Advisory Associate • KPMG US
Summer 2023 · Chicago, IL

Commercial Customer Technology
- Will support client engagements related to core customer solutions services such as customer experience and e-commerce across commercial industry

Market Research and Data Analytics Extern • Mobalytics
January – March 2023 · Remote

- Develop a macro view of the play-to-earn crypto space and the general P2E landscape by researching trends, industry drivers, and most relevant publishers and completing case studies on successful games, their organizations, and how they function
- Organize, analyze, and visualize data using tools like Excel, Tableau, and SQL
- Present actionable recommendations about monetization opportunities, marketing strategies, product features, and potential partnerships

Instructional Aide • U-M School of Information
January 2022 – Present · Ann Arbor, MI

SI 422: Needs Assessment & Usability Evaluation
- Assist in facilitation of weekly discussion sections and associated activities
- Engage with teaching team weekly to align on assignment content and expectations
- Grade and provide detailed feedback on student work

SI 339/539: Web Design/Accessibility
- Hold office hours to help with assignments and answer student questions
- Collaborate with other instructors to develop homework assignments and grade student work

UX Design Engineer • U-M Digital Water Lab
January – December 2022 · Ann Arbor, MI

- Work with community stakeholders to understand how users interact with data and relevant tools, such as dashboards, which provide scalable management resources and solutions for the Huron River Watershed, to support community objectives and goals
- Conduct research on data visualization and app building libraries, develop thorough prototypes, and execute a basic dashboard redesign using Python and Plotly to query from databases and pull data into live, interactive visualizations
- Utilize bathymetry data to begin development of a full Huron River Watershed system GIS model and research and document many different methods for automating the digitization process

E-Commerce Strategy Associate Intern • Wayfair
June – August 2022 · Boston, MA

- Evaluate existing partnership support processes and use data to identify and understand pain points
- Build data tables and visualizations to illustrate current and intended future states
- Create process maps and strategy plans for action implementation and benchmarking
- Utilize A3 methodology to evaluate and revamp existing problem-solving processes
- Engage with cross-functional teams to see through efficient solution implementation