

## Objective

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

## Experience

Summer 2023

### Incoming Advisory Associate, Commercial Customer Technology *KPMG US*

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

January 2022 - Present

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

#### 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

January 2022 – December 2022

### Developer & User Experience Designer *U-M Digital Water Lab*

- 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

June 2022 – August 2022

### E-Commerce Strategy Associate Intern *Wayfair*

- 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

## Education

August 2019 – May 2023

### B.S. Information - UX Design

Minor in Economics

University of Michigan  
GPA: 3.85

## Tools & Skills

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

## Awards

**James B. Angell Scholar**  
University of Michigan  
March 2021

**William J. Branstrom Freshman Prize**  
University of Michigan  
March 2020

**University Honors**  
University of Michigan  
Dec 2019, Apr 2020, Dec 2020, Apr 2021

## Contact

429 Hollybush Road  
Bryn Mawr, PA 19010

(610) 952-7946  
lfogel@umich.edu

[linkedin.com/in/lexi-fogel](https://www.linkedin.com/in/lexi-fogel)  
[lexifogel.github.io/portfolio](https://lexifogel.github.io/portfolio)