

Jacob Lazarus

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15 Depeyster Ave, Tenafly NJ 07670

Education

UNIVERSITY OF ROCHESTER

Major in Neuroscience (3.6)

Minor in Computer Science (3.8)

Rochester, NY

B.S. Degree in May 2014

TENAFLY HIGH SCHOOL

Graduated with Highest Honors

Tenafly, NJ

2010

- SAT – 800 Math 700 Verbal
- STUDENT GOVERNMENT, Class of 2010 - *Vice President*

Experience

URLINQ.COM

Cofounder and President/Chief Experience Officer

Englewood, NJ

July 2013 - Present

- Principal in the design, development, and marketing of a web and mobile-based startup that connects students with professors through collaborative and organizational tools which enhance the university experience.
- Oversee the production and marketing of an alpha version, planned for launch in early 2014, vesting over 25-30 hours per week while a full-time student at the University of Rochester.
- Coordinating ten-member team with front-end development, UX/UI design, and product development.

INNERSCOPE RESEARCH

Neuromarketing Intern

Boston, MA

Summer 2013

- Participated in Neuromarketing research involving biometric (GSR) and eye-tracking data analysis and experimentation that investigated measures of emotional engagement experienced in response to brand communications.
- Designed and programmed an online dashboard and biometric database viewer using MySQL, PHP, jQuery, CSS, and Google Chart APIs.
- Conducted market research, case studies, research summaries, and survey analysis for use in final client project reports and presentations.
- Coordinated a project that examined the link between eye-tracking metrics and the virality of a YouTube video.

NYU LANGONE MEDICAL CENTER & CHILD STUDY CENTER

Neuroradiology Volunteer Internship under Drs. Ruth Nass, Sarah Milla, and Howard Weiner

New York, NY

Summer 2012

- Used *FireVoxel* (windows software created by Henry Rusinek of NYU) to calculate the volume of axial nerve slices imaged using fMRI in young patients with tuberous sclerosis and autism.
- Participated in writing a research protocol and gained familiarity with the Institutional Review Board system that supervises medical center research.

Skills

- *Programming*: Python, HTML5, CSS3, JavaScript, jQuery, PHP, MySQL, Java, C#, Hadoop, Web Crawling and Data Mining.
- *Office Tools*: Adobe Creative Suite, Microsoft Word, Microsoft Excel, and Microsoft PowerPoint.
- Out of the box thinker, creatively confident, with strong interpersonal and communication skills.