

Jacob Berman

UX Researcher & Designer

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Education

University of Michigan, School of Information

Master of Science in Information (Human Computer Interaction)
UMSI Merit Scholarship Recipient

Ann Arbor, MI

May 2019

University of Maryland, A. James Clark School of Engineering

Bachelor of Science in Mechanical Engineering
Minor in International Engineering

College Park, MD

May 2015

Experience

Social Innovations Group – University of Michigan School of Information

Graduate Research Assistant

Ann Arbor, MI

January 2018- Present

- Developed research plan to identify design implications for online grocery delivery services in food deserts and populations with limited mobility.
- Determined study design and wrote protocol for participant interviews, diary study, and demographic and usability surveys.
- Reviewed literature on the subjects of food security, mobility, and internet-based grocery delivery to formulate 3 guiding research questions.

DENSO International America

Project Engineer

Southfield, MI

November 2015- July 2017

- Determined project specifications and user experience design needs by gathering customer requirements and performance standards.
- Facilitated focus groups, conducted user interviews and micro-usability tests to gain and validate insights to guide product development timeline.
- Led roll out of new enterprise product feature deployed in North American manufacturing plants and engineering sites across the US and Mexico.

Academic Projects

Cisco – BroadSoft

UX Researcher Student Consultant

Ann Arbor, MI

January 2018 – Present

- Performed needs assessment and usability analysis on Team-One, a workplace collaboration tool being developed at Cisco.
- Employed a diverse set of user experience research methods and presented findings to our client as actionable recommendations.

Center for Japanese Studies

UX Student Consultant

Ann Arbor, MI

September 2017 – December 2017

- Conducted contextual inquiry analysis to understand stakeholders' processes when interacting with the Japanese Internship Initiative.
- Analyzed data from interviews, observation and background research to generate recommendations for future improvement.

Leadership

UMSI Leadership Development Series

Invited Student Leader

Ann Arbor, MI

September 2017 – Present

National Society of Black Engineers

Public Relations & Publications Chair (Region II & University of Maryland)

Alexandria, VA

May 2013 – May 2015

Publications

- Mehdi Kohani, Jacob Berman, Danny Catacora, Byeol Kim, & Monifa Vaughn-Cooke. (2014). "Evaluating Operator Performance for Patient Telemetry Monitoring Stations Using Virtual Reality". Paper presented at International Annual Meeting of the Human Factors and Ergonomics Society, Chicago, IL.

Relevant Skills

Software

Python, Javascript, HTML, CSS, Adobe XD, Photoshop, Arduino, Processing, Matlab, Unity, CAD, 3D Printing

UX Methods

Contextual Inquiry, Competitive Analysis, Affinity Diagramming, Wireframing, Prototyping, Personas, Storyboarding

Other

Team Leadership, Qualitative Research, Brainstorming, Ideation, Consulting, Lean Six Sigma, Proficient in French