

MICHAEL LIGIER

ligier@nyu.edu

650.646.8823

www.michael-ligier.com

EDUCATION

New York University
2015 - 2019

B.S. in Business (Statistics)
B.A in Computer Science

SKILLS

Programming



Java	proficient
R	intermediate
SQL	intermediate
HTML/CSS	intermediate
Python	intermediate
Javascript	intermediate

Design



Sketch	proficient
Adobe CS	intermediate
Framer	intermediate

LEADERSHIP

Quantitative Finance Society

February 2016 - March 2017
Quant Portfolio Team Member

Tech@NYU

February 2016 - Present
Business Development E-Board

Strategic Venture Society

April 2016 - Present
Vice President

WORK EXPERIENCE

UPSTART

June 2017 - August 2017

Product Marketing Intern

Leading a full redesign of the company's landing pages including strategy, wireframing, developing final mockups, and working with engineering to implement the pages. Initial A/B tests on the page have shown that these pages have more than doubled conversion rates on the site.

EMARKETER

January 2017 - April 2017

UX Design Intern

Improved the user experience design for a new retail product offering by creating mockups with Axure, running user tests, and conducting user research. The retail product has a user-centric design to provide valuable information to those interested in retail.

UDEMY

June 2016 - August 2016

Product Growth Intern

Worked between the product, growth, and design teams on two projects: a redesign of the search results page to tailor it towards beginners and a new digital marketing strategy focused on increasing the repurchase rates of courses.

RAPIDSOS

September 2015 - December 2015

Product Management Intern

Built the initial mockups, wireframes, and prototypes for the mobile application. Performed market and competitive research to make overall strategy decisions as well as customer and usability research to make design decisions.

BRIDGE INITIATIVE

June 2014 - August 2015

Co-Founder

Created the business idea with a team of four students at the MIT entrepreneurship program to launch a pilot program within four weeks and present to a group of business professionals. This idea won the Most Innovative and Second Overall awards out of the eleven businesses.

AWARDS

Hult Prize Regional Finalist 2017	Top 250 out of 50,000
Hult Prize Regional Finalist 2016	Top 250 out of 25,000
Deloitte Consulting Case Competition	1st at NYU, 2nd in the U.S.
Stripes Group Growth Equity Pitchoff	1st at NYU, 2nd in the U.S.
PwC Accounting Competition	2nd Place at NYU
Capgemini Innovators Race	2nd in the U.S.
Nielsen Consulting Case Competition	Finalist at NYU
Point72 Stock Pitch Competition	Top 8 at NYU
Linkedin Hackathon 2017	3rd Place
NYU Social Impact Competition	Finalist at NYU