

Lindsay Lebowitz

lelinda@umich.edu | 440-862-2214

[LinkedIn](#) | lindsaylebowitz.com

EDUCATION

University of Michigan

Ann Arbor, MI

Bachelor of Science in Information-User Experience, Minor in Entrepreneurship and Design, 2027

- GPA: 3.97/4.0
- Recipient of the William J. Branstrom Freshman Prize for placing in the top 5% of Michigan 2027 class
- Course Highlights: Typography; Needs Assessment and Usability Evaluation (User Research); Entrepreneurship Business; Data-oriented programming (Python); HCI; Entrepreneurial Creativity

EXPERIENCE

May-August 2025

The Marzetti Company

Columbus, OH

Digital Marketing and eCommerce Intern

- Supported omni-channel marketing across a \$2B brand portfolio including Marzetti, New York Bakery, Chick-fil-A, Olive Garden, Subway, Arby's, and Buffalo Wild Wings; implemented the Profitero Digital Shelf tool for tracking product placement, content, and performance on Kroger, Walmart and Instacart
- Updated content for 48+ Marzetti products on Kroger.com, ran A/B tests to improve visibility and conversion rate; discovered a 26% content gap at Kroger and 14% at Walmart, causing loss of first-page visibility, and corrected issues to boost accuracy and search presence
- Managed FY26 Omni Channel Calendar across 8+ brands to track campaigns, retail media, and in-store promotions; analyzed Circana data to prioritize product optimizations and inform digital content

Aug. 2024-May 2025

Michigan Athletics

Ann Arbor, MI

User Experience and Digital Marketing Intern

- Designed a survey resulting in 1,595 fan responses, revealing 59% of users were unaware of customizable push notifications for game updates and news; led mobile app updates that cut time to favorite a team by 15 seconds and improved ability to find push notifications by 67%
- Facilitated 6 focus groups to conduct quantitative usability testing, comparing the current app and prototype, and identifying friction points through product demonstrations and heatmap visualization
- Executed responsive creative assets for mobile, web, and digital signage using Photoshop and Illustrator; supported cross-platform campaigns for ticketed sports, including football, hockey, and gymnastics, while adapting designs for screen dimensions and resolutions

June-August 2023

Wild Republic

Cleveland, OH

Product Development and Marketing Intern

- Conducted competitive analysis and researched toy market trends to support plush product development with new concept ideas at \$34M brand; designed digital advertisements for a 2023 campaign and edited images for the 2024 global catalog and e-commerce sites

EXTRACURRICULARS

Sept. 2024-present

Michigan Open UX

Ann Arbor, MI

Associate Designer

- Partnering with Michigan Medicine to redesign the Fast Forward Medical Innovation Collaborator Hub interface, improving how industry partners connect with University of Michigan experts and resources
- Prototyped an interactive web tool for U-M's Center for Entrepreneurship, incorporating stakeholder feedback to design intuitive navigation, support self-assessment and student venture development

Aug. 2024-Present

Michigan Build and Launch

Ann Arbor, MI

User Experience Designer

- Collaborating with software engineers, business students, and UX/UI designers to build a platform that simplifies the rental search for Ann Arbor students, designed for mobile and desktop with responsive components that allow users to view properties, rate landlords, and find reliable housing

Aug. 2023-May 2024

American Advertising Federation

Ann Arbor, MI

Design Group Lead

- Led design team for Tide detergent campaign, conducting consumer behavior research and developing creative concepts with a focus on visual hierarchy and typography to boost digital ad engagement; campaign placed 2nd in district at the National Student Advertising Competition (NSAC)

ADDITIONAL

- Activities: University of Michigan Orientation Peer Advisor, volunteer dog walker at Humane Society of Huron Valley, and Alpha Delta Pi Sorority
- Interests: Podcasts, dogs (aspiring golden retriever owner), travel, exploring new cafes, playing tennis and pickleball, and being an unrealistic Cleveland sports fan
- Tools: Figma, Python, Adobe Creative Cloud, Profitero, Circana IRI, Canva, Procreate
- Skills: Usability testing, prototyping and wireframing, design iteration, cross-functional collaboration, accessibility-focused design, information architecture, A/B testing