

# Mo Pofahl

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## Education

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### University of Michigan

B.S. in Information Analysis (School of Information) | B.A. in Product Design (Stamps)  
Awards/Honors: Victors Award, Stamps Scholarship recipient | GPA: 3.85 / 4.0

## Relevant Experience

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### Mdesign Consulting

Designer

Jan 2025 - Present

- Developed branding, web, and graphic design solutions for clients
- Created logos, UI/UX concepts, and web/app mockups

### Michigan Data Science Team

Analyst

Sept 2025 - Present

- Collaborated on data science projects to develop and apply Python-based analytical skills
- Built a Shazam-style audio recognition app using Python, MySQL, and Expo
- Building a Heart Disease survival rate machine learning model

### Apparel Chairman

Sigma Nu

May 2025 - Present

- Led a 20 member committee, coordinating meetings and structured critique sessions to create fraternity apparel, managing \$15k+ in apparel budgeting.
- Developed branding for a \$300k philanthropy event

### Research Assistant

Scipp Lab

Aug 2024 - Dec 2024

- Collected and analyzed isotopic/elemental data to reconstruct past climates
- Conducted morphometric analysis on *Lucina pensylvanica* to study survival factors in extinction events

## Skills

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Figma, Photoshop, Illustrator, Logo Design, UI/UX Design, Web/App Development, Python, MySQL, Data Analysis, Product & App Design, Graphic Design, Human-Centered Design, Machine Learning, Social Media