

R e s u m é

# BRENNAN

1502 Plymouth Rd.  
Apartment 43  
Ann Arbor, MI  
48105

Phone  
Email  
Web



(248) 420-6822  
bdhaase@gmail.com  
www.brennanhaase.com

# HAASE

My **objective** is to apply the principles of **creative and innovative design** across a variety of domains to **solve challenging problems** with insightful solutions, **create value**, and **have fun while doing it**.

## EDUCATION

2012 - Present (expected graduation 2013)

### Master of Entrepreneurship

Ross School of Business/College of Engineering  
University of Michigan, Ann Arbor, MI  
Current GPA: 4.0

2006 - 2010

### Bachelor of Science in Psychology with High Honors

College of Literature, Science, and the Arts  
University of Michigan, Ann Arbor, MI  
Cumulative GPA: 3.51 Psychology GPA: 3.98  
Honors Thesis(2010): Why are you mad at me? Misperception of negative emotions as angry in major depressive disorder.

## EXPERIENCE

2009 - Present

Ann Arbor, MI

### Marketing Director/Assistant Instructor

#### Ann Arbor College of Martial Arts and Fitness

**Role:** As a founding member of the Ann Arbor College of Martial Arts, I develop and implement marketing strategies, manage the website, and instruct students.

2010 - 2012

Ann Arbor, MI

### Neuropsychology Research Technician Associate Neuropsychology Section, Department of Psychiatry University of Michigan Health System

**Role:** As a research technician, I performed more than 2k hours of structured interviews, managed data from more than 20 research studies, and assisted in grant and manuscript writing.

2008 - 2009

Ann Arbor, MI

### Chief Marketing Officer

#### MyBandStock.com, MyStock Enterprises LLC,

**Role:** At MyBandStock.com, I worked with a group of music loving entrepreneurs to build a brand and turn our crowdfunding platform for independent musicians into a social movement.

2007 - 2010

Pontiac, MI

### Freelance Multi-Media Design Consultant Quality Housekeeping Technologies Inc.

**Role:** At Q.H.Technologies Inc., I provided web-design consultation, redesigned their business package, developed and implemented a help manual for their software package and consulted on the development of an iOS app user interface.

## PROFESSIONAL SKILLS

### Business Development Skills

Driven to Succeed  
Technology Commercialization  
Brand Identity Development  
Social Media Marketing  
Project Management  
Business Plan Development  
Public Speaking  
Leadership and Communication  
Customer Education

### Creativity Enabling Skills

Passion for Good Design  
Design Ethnography / Customer Discovery  
Psychology of Creativity and Innovation  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Google Sketch Up  
Microsoft Office (Word, Excel, & Powerpoint)  
Web Design (HTML5 and CSS3)

### Research and Discovery Skills

Unbound Curiosity  
Microsoft Office (Word, Excel, & Powerpoint)  
Professional Research Presentations  
Database Management (Access and SPSS)  
E-Prime  
Structured Interviews  
Manuscript Writing  
Protocol-Based Test Administration  
Research Experiment Design

## INTERESTS & HOBBIES

Studying social dynamics  
Typography  
Reading philosophy  
Practicing mindfulness  
Learning new skills  
Martial arts  
Web design  
Graphic design  
Reading fantasy & sci-fi novels  
Writing and performing music

