

## Student Archetype



Jodie is a sophomore level student pursuing a biomedical engineering major at University of Michigan. She came to Michigan because of their top rankings in BME education. She took biology and engineering courses in high school and came in interested in BME. She wants to graduate and work at a medical device company. After talking to her dad, who is very invested in her success, she made goals for what she needs to accomplish during her undergraduate career to achieve success. She knows that many companies look for internship experience and has been unlucky so far in finding one.

Her motivations for a good education are to be able to get a job at a top medical device company right after graduation. She is still unsure about her exact interest in biomedical engineering. She is deciding between two other engineering discipline minors because she has enjoyed those intro classes. She wants to be able to market herself well to companies, but it unsure how to get their attention amongst so many great students.

She decided to take the optional BME 350 Intro to BME Design class because she has heard from talking to people that design experience is important to stand out to recruiters. She also decided to join a design team in her free time to be able to get more hands-on design work. After taking past engineering classes, she found that her favorite classes were hand-on project-based classes where they worked in teams to design, build or solve problems. These classes kept her motivated to stay in the same path of Biomedical Engineering.