# Aaron Zajac

B.S. Computer Science at Instituto Tecnológico y de Estudios Superiores de Monterrey 2015-2020

Passionate engineer looking to develop solutions based on customers behavior and provide valuable analysis for the business

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## WORK EXPERIENCE

### D&A Insights Analyst
Nike

*03/2021 - Present*

*Achievements/Tasks*

- Created multiple tools for data visualization focusing our membership program (Tableau).
- Managed the forecasting process based on KPI´s leading the conversation across mutiple cross functional teams.
- Developed multiple analysis regarding consumer behavior, product performance, key commercial moments, among others (Snowflake, Databricks).

### Optimization Web/Mobile Data Analyst
Volaris

*01/2019 - 03/2021*

*Achievements/Tasks*

- Created & executed the A/B test pipeline based on the funnel conversion results & possible improvements.
- Developed insights data based on customer behavior (Google Analytics).
- Deployed personalization campaigns from specific customers promoting upsell opportunities.

### Back End Developer
Listo Servicios Digitales

*03/2018 - 12/2018*

*Achievements/Tasks*

- Developed XML parsers, and implemented watchdogs for the server (Django/Python).
- Created different frontend options for specific clients, worked on visual bugfixes (Coffescript).
- Deployed parser scripts for banks, Excel manipulations, etc. (Python).
- Produced an API from our platform to different clients (Java).

## CERTIFICATIONS

### SQL for Data Science
University of California, Davis

*07/2020*

### Business Metrics for Data-Driven Companies
Duke University

*04/2022*

## SKILLS

Active listening   Communication   Computer skills   Management skills   Problem-solving

## PERSONAL PROJECTS

Matrix calculator
- Developed multithreaded server using a client-server star topology with a queue. Enables the distribution of operations to other servers in the case of a computer failure (C/C++).

MCPD
- Developed social network web app for the Mexico City Police Department that enabled detectives to consult different cases and the Department Chief to see each of their progress (Mongo, Express, Angular JS, Bootstrap, NodeJS).

Graphance
- Developed a web app for stage movements used for theatre and dance performances made with three.js

Tazeate
- AR videogame developed with Vuforia, real time movement, armory, weapons, stats, etc.
- Won 1 st place at Tecnológico de Monterrey´s "Marketing with AR Challenge".

## COURSES

Web Analytics (08/2017)
*Escuela de Organización Industrial (Spain)*

Ethical Hacking (03/2018)

MEAN Stack (Web development) (08/2018)
*Coursera*

## LANGUAGES

Spanish
*Native or Bilingual Proficiency*

English
*Full Professional Proficiency*

## INTERESTS

Customer behaviour   Personalization   AB Testing   Web Optimization   Web Analysis   Data Science