Kathryn Hurchla

(215) 435.6483   Philadelphia   kathryn@dadeda.design

https://dadeda.design/about

The value I bring is in data solutions that move your business forward, with a passion for visualization, listening, and driving success and delight for teams.

Education

Maryland Institute College of Art Graduate MPS, Data Analytics & Visualization   Dec 2021

> Capstone Python Dash interactive web application https://sustain-our-soil.kathrynhurchla.com/ Statistics & R | Advanced Python for Data Analysis | Data Organization Systems | D3 Basics | Data Ethics | Visual Storytelling | Cognition & Perception | Human Interaction Design | Industry Challenge: Urban Institute & Home Mortgage Disclosure Act research report

NYSCC at Alfred University Undergraduate BFA with Honors, Dean's List, Visual Art & Design

Experience

F Λ N T Λ S Y Interactive   Analytics Lead   Fantasy.co

Beginning May 2022

Shaping human digital experiences, and measurement, reporting, and analytical strategies with world leading organizations. Building rigorous form around insight and beyond ordinary analytics.

Data Design Dimension   Founder & Principal   Oct 2020 – present

- Developed a Freedom Map featured in a client's global fundraising appeal which resulted in more funds raised than its highest preceding year at an earlier response rate. Public data from human rights and government organizations were blended with internal records and mapped to show each nation's level of freedom and involvement in the client's diplomacy programs. https://dadeda.design/freedom-map

- Wrote an article that explained the importance of data visualization in machine learning to communicate algorithmic bias to stakeholders. Published in *Nightingale* by Data Visualization Society, this condensed interview of a data science leader embodied the journal's mission to expand knowledge by using easy-to-understand language and graphs made with a free tool to illustrate statistical concepts. https://nightingaledvs.com/getting-to-know-lawrence-gray-phd/

Children's Hospital of Philadelphia
Manager of Data Integrity, Foundation   June 2016 – Jan 2021

Leadership Institute   2015 – 2021

> Executive Presentations | Presentation for a Virtual Audience | Leader Development Series | Strategic Planning and Execution | Applying Improvement Methods for Quality & Analytics | Project Management Essentials | Organizational Impact through Inclusion | Dialogue in Difficult Conversations | Leading with Emotional Intelligence

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- Directed development of a Data Health Dashboard, synthesizing metrics for the C-Suite, associate vice presidents, and directors, which provided turnkey key statistics to monitor the size and readiness of the hospital's funder base to support its mission and expansion.

- Delivered a proof-of-concept corporate partnerships pipeline predictive analytics model which became the basis for a data-driven structure to grow the institutional funding prospect base, use development officers' time effectively, and plan for staffing resources. The model assessed 85 companies' health, engagement, and alignment with hospital growth objectives.

- Thought leadership and execution of a five-year improvement roadmap for a comprehensive data quality and optimization program which aligned with a realized $1 billion+ campaign, resulted in higher confidence in records of donors and prospects, and lowered risks with legal compliance, donor relations, and automated data flows.

- As Data Owner for Salesforce conversion from legacy systems, I maintained a single source of truth empowering a mobile workforce with faster tools. Owned concurrent initiatives, including saving $13.5 thousand marketing dollars in one year through data augmentation, protecting the hospital from fines up to 4% of its annual global revenues through data privacy, and engaging doctors through personalized automated reporting that grew a culture of philanthropy across a distributed health system.

Senior Data Services Coordinator / Trainer (Children's Hospital)   Aug 2015 – June 2016

- Translated strategic objectives into data solutions, systems testing, and quality assurance, and technology learning opportunities for one hundred Foundation, Finance, and executive staff, which increased the availability and accuracy of data for business analytics.

Philadelphia Museum of Art
Senior Development Services Coordinator   July 2012 – July 2015

- Produced lists and reports which resulted in greater collaboration among Trustees and staff, increased the campaign committee's trust in information that drove its work, and accelerated a successful $525 million campaign, the largest cultural fundraising effort in Philadelphia history.

- Provided critical data processes and tax compliant communications, including for a first in the industry program focused on securing gifts of works of art, which raised the profile of the Museum as a destination of choice for philanthropic investment.

Development Services Coordinator; Data Center Supervisor; Services   Sept 2004 – July 2012

- Promoted repeatedly for cross-departmental service to a record high of over 60 thousand active member households and the Museum's international profile. Responsible for accurate and timely valuation, attribution, and receipt of charitable securities gifts, through 360-degree communication with donors, financial managers, and CFO, resulting in 100% adherence to gift acceptance policy and optimal conversion of assets.

- Developed targeted donor-hosted event locations and invitation lists by analyzing relationship networks and metadata for curatorial and educational initiatives in sync with collections data, which resulted in the identification of new prospects which became highly engaged donors.

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Addendum

Core Skills & Certification

- Data Visualization: Python, Plotly, Dash, R, Streamlit, Gephi, QGIS, Tableau, QlikView, D3 basics
- Programming languages/web development: Python, R & Shiny, Markdown, Git/GitHub, Zsh, Bash, T-SQL, SQL Server, PostgreSQL, Oracle SQL, MySQL, Heroku, PythonAnywhere, Flask, Jinja, HTML, CSS, Bootstrap, phpMyAdmin, WordPress, SharePoint, CumulusCI, SoQL
- UX/UI, Graphic Design: Figma, Adobe Illustrator, InDesign, Photoshop, Premiere Pro
- BI Reporting tools: SQL Server Reporting Services, SAP, Advanced Excel

- Certified Scrum Product Owner (CSPO), Scrum Alliance   April 2020 – April 2022
- Product, project, & services management: Salesforce Cases, Trello, Jira, Mural, Miro, Jamboard, ServiceNow, Smartsheet, Spiceworks

- Data privacy and security: GDPR, CCPA, IRS tax regulations, Payment Card Industry (PCI)
- Healthcare experience with PHI in HIPAA compliance; EPIC HL7 Epic patient guarantor data feeds
- Data enrichment: various paid vendor and free and open public sources; demographics, United States and international address verifications/standardizations, phone and email validations and appends, business and industry codes, audience segmentation, wealth indicators
- Database management and configuration: Salesforce, Data Loader, customer relationship management (CRM) systems, star & snowflake schemas

Speaking & Publication

PyCon Maintainer's Summit, Nurturing a Community around Data Visualization   2022
Outlier, *Styling Plotly Themes & Templates* Unconference Session   2022
Data Visualization Society, Nightingale Journal Communications Editor/Author 2020 – present
Association of Advancement Services Professionals (AASP) Summit Speaker   2020
    Deliver results through data product management
Children's Hospital of Philadelphia Foundation Staff Newsletter Spotlight Editor 2018 – 2019
Panelist, Bicycle Coalition of Greater Philadelphia advocacy events   2013 – 2016

Achievements, Volunteer, & Affiliations

Plotly, Dash Ambassador (open-source contributor, community representative) 2021 – present
WiDS Women in Data Science Philadelphia   2021 – present
Year Up Mentor, career readiness program aimed to close the Opportunity Divide 2016 – present
Little Bellas Mentor, with girls on mountain bikes for overall development   2016 – present
Take Your Daughters and Sons to Work Day, site launch merit award   2018
Project H.O.M.E. Duplicate record identification for homelessness program   2016
Office Farm Share Site Founder, Common Market/Philadelphia Museum of Art   2013 – 2015