# Jessa Fayer

## Data Scientist | Systems Analyst
Data Solutions Architect | UX & Data Specialist

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## PROJECTS

### Flashcard Game Development
*Game Developer*

- Engineered an educational game using Python and OOP principles, which increased learning engagement among users by creating interactive, problem-solving scenarios.

### Productivity Gamification App
*Project Manager*

- Headed a team to develop a productivity app that incorporated gamification to enhance user study habits, increasing user retention rates by 25%.

### Electric Vehicles Landscape Analysis
*Research Analyst*

- Performed a market analysis on the EV sector, delivering strategic insights that influenced national marketing strategies and product innovation.

### Stress Management App
*Software Developer*

- Developed a prototype app integrated with real-time health monitoring devices to aid in stress management, using data collected to improve user well-being

## Skills

- Programming Languages: Python (advanced), JavaScript, SQL, Java
- Data Engineering: Data modeling, database management, ETL processes, data visualization
- Tools & Technologies: SQL/NoSQL databases, RESTful APIs, Figma, Adobe XD, Git/GitHub, VS Code
- Soft Skills: Problem-solving, critical thinking, collaboration, effective

## EXPERIENCE

### *MindGrasp, College Park, MD*
*Co-founder (University Funded Startup Education App)*
*December 2021 – Present*

- *Co-founded and led product design for a pioneering educational app funded by the University of Maryland, focusing on AI-driven learning enhancements.*
- *Directed digital marketing and user experience initiatives, improving user engagement metrics by over 50% within the first six months.*
- *Oversaw the integration of data analytics to monitor and optimize app performance, enhancing data-driven decision-making processes.*

### European Home Improvement
*Head of Website Development & Social Media Marketing*
May 2020 – January 2023

- Led the redesign of the corporate website, integrating advanced data tracking and analytics features to increase user engagement by over 40%.
- Managed social media campaigns and utilized data analytics to adjust strategies, achieving a 35% increase in overall digital marketing effectiveness.

## Education

### University of Maryland, College Park
*Bachelor of Information Science, Specialization in Data Analytics. Expected Graduation: September 2024*