ANTONIA VILLA

FULLSTACK WEB DEVELOPER

Seattle, WA
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I'm a full stack developer who refuses to believe data visualization's only role is as a scientific tool for data analytics. Before I took the dive into the engineering world, I worked as an analyst by day and an artist by night. I quickly discovered data representation needed a makeover. My work strives to make data more accessible to the people through the interactive, informative visualiztions. A piece of art can inspire, impress, and make you think, and so should a good data visualization.

SKILLS

FRONT END:	HTML5, CSS3, JavaScript, jQuery, React
BACK END:	Node JS, Python, MongoDB
ANALYTICAL:	PostgreSQL, mySQL, Tableau, VBA, Google Analytics
DESIGN:	Photoshop CS6, Adobe Creative Suite

EXPERIENCE

GENERAL ASSEMBLY: Seattle, WA

Student Projects						Nov 2017 – Mar 2018
- Distribution of Causes of Death
  – A visual exploration of hierarchical open source government data using D3
  – Techonologies/Libraries: D3, jQuery, Toastr
- Dreamstate
  – An interactive application enabling users to undestand the meaning and trends of their dreams over time
  – Techonologies/Libraries: Node/Express, React, Recharts, MongoDB
- Interactive Map: WA Counties
  – Exploration of mapping open source census geoData using topoJSON files and D3
  – Techonologies/Libraries: qGIS (topoJSON file creation), Node/Express, SQL, D3
- Develop secure applications using MVC frameworks and deploy to cloud services (Heroku)
- Collaborate on teams using an agile development workflow; collaboration practices in Git

CUSTOMER PORTFOLIOS: Boston, MA

Marketing Analyst						Jul 2015 – Oct 2017
- Initiated cross functional collaboration between analysts, data architects, and data engineers to turn clients strategic initiatives into accesible/trackable data structures
- Transition static analytical product to an interactive Tableau Story to display composition of client database, develop customer value segmentation, and identify lifecycle marketing opportunities
- Develop and train analyst team on implementation of built in readiness checks for ETL cycles to deploy automated multi–touch Customer Lifecycle Marketing
- Design and maintain online dashboards to present KPIs to internal and external stake holders; included developing data structures, parameters, and dynamic content through SQL and Tableau

PATIENTS LIKE ME, INC.: Cambridge, MA

Acquisition Analyst						Apr 2014 – Jul 2015
- Develop multivariate ad testing and monitor daily results to optimize cost per acquisition
- Design and implement recruitment project plans including budget structuring, KPI, and ad strategy
- Manage simultaneously projects ranging in scope from 100 acquisitions in one month to 100,000 acquisitions over two years

EDUCATION

GENERAL ASSEMBLY: Web Development Immersion Certificate	Nov 2017 – Feb 2018
HARVARD EXTENSION SCHOOL: Programming Certificate	Jan 2016 – May 2017
HAMILTON COLLEGE: Bachelor of Arts, Mathematics and Fine Arts	May 2012

AWARDS AND RECOGNITION

BRA Certified Artist – works currently showing in Metro Boston Area	
Recipient of Artist Fellowship Grant, Somerville Arts Council	Jan 2016