

Brian Espinoza

☎ 1(714) 454-6712

✉ brian@uci.edu

🏠 www.brianespinoza.com

🔗 brianespinoza

🌐 brianespinoza



EXPERIENCE

NCASD LAB | RESEARCHER & SCRIPT DEVELOPER

Oct 2015 – Exp. Oct 2016 | Irvine, CA

- Managed quality control on data coming from the Twitter API to a local MySQL server.
- Developed a package to extract key metrics from the lab database.
- Cleaned, repaired, and prepared terabytes of data.
- Created data apps and visualizations to present at conferences.
- Implemented a Naive Bayes' algorithm to identify spam/non-spam messages.

ESPINOZA EVENT SERVICES | FREELANCE CONTRACTOR

March 2015 – Present | Santa Ana, CA

- Developed web crawlers to scrape media from online sources.
- Tracked channel flows and goal conversion metrics.
- Created KPIs and set up custom reporting dashboards.
- Past clients: Disney, Discovery Cube, Boeing, Verizon, CSUF, and UC Irvine.

UCI DATA SCIENCE INITIATIVE | R INSTRUCTOR

April 2016 – Sept 2016 | Irvine, CA

- Developed interactive visualizations and web apps with Shiny and ggplot2.
- Taught "Intro to R", "Advanced R", "R Shiny", and "Introduction to Stringr".
- Consulted on several data analysis and data mining projects.



DEVELOPMENT

WIKISCRAPED | SOLE DEVELOPER

C#

- A data mining tool to assist with parsing and retrieving data tables from Wikipedia pages.

MP3POOLR | SOLE DEVELOPER

R, HTML, CSS

- A web scraping tool that downloads media, populates forms, organizes downloads, and maintains download logs.

ANTBUDDY | JOINT DEVELOPER

R, HTML

- Wrote the data mining framework for a tool used to notify students about class openings.



ANALYTICS

FOLLOWER GROWTH AND HAZARD EVENTS | JOINT ANALYST

- Created data visualizations and developed longitudinal models to forecast follower growth.
- Presented work at two national conferences.

ACADEMIC HELP-SEEKING BEHAVIOR | SOLE ANALYST

- Used Qualtrics and Amazon's Mechanical Turk platform to survey 250 students.
- Created pivot tables and performed independence tests on the results.



EDUCATION

UC IRVINE

Co 2016

Specialization

Major GPA

B.Sc. in Sociology

Minor in Statistics

Business and Economics

3.56 / 4.0



SKILLS

DEVELOPMENT

R
C#
SQL
UNIX
Python

ANALYSIS

Time-Series Analysis
Supervised Learning
Regression Analysis
Google Analytics
Alteryx
Excel

REPORTING

PowerPoint
Markdown
Illustrator
MS Word
Tableau
LaTeX



CERTIFICATIONS

Google Analytics Individual Qualification

Google AdWords - Shopping Advertising