

# Diana Morales

## Data Scientist

Chicago, IL

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### SKILLS

Python | SQL | Machine Learning (ML) | Natural Language Processing (NLP) | Data Visualizations | Data Analytics | Big Data | Looker | Google Cloud Platform (GCP) | VertexAI | BigQuery

### EXPERIENCE

*Data Scientist | Accenture | Chicago, IL | April 2022 - Present*

- Spearheaded the development and implementation of a **multilingual natural language processing (NLP) model** for audience segmentation using **VertexAI** in **Google Cloud Platform (GCP)** on **big data**, achieving an effective 90% accuracy rate and a substantial 66% reduction in false negatives.
- **Delivered data-driven insights and strategic recommendations** to executive and senior management, utilizing a combination of **presentations, data visualizations, and Looker dashboards**.
- **Fine-tuned a large language model (LLM)** to discern customer sentiment and extract detailed pros and cons from customer feedback, enhancing the depth of actionable insights.
- Crafted and **delivered educational presentations on artificial intelligence (AI)** topics, helping educate the broader Data and AI community, and establishing a reputation as **the go-to AI expert** within the team.

*AI Research Scholar | Illinois Tech | Chicago, IL | July 2021 - December 2021*

- Detected and **quantified bias in fake news** language using **natural language processing (NLP)**, **statistics**, and research-backed methods to address disinformation.
- Applied artificial intelligence (AI) algorithms to address **disinformation, data bias, and algorithmic bias**.

*Data Science Intern | Credit Ninja | Chicago, IL | May 2020 - August 2020*

- Boosted fraud detection accuracy by 10% by building **logistic regression** and **random forest models**.
- Enhanced processing efficiency by implementing a batch queuing system, resulting in a **five-fold acceleration of a pipeline** managing over 40,000 daily data reports.

### EDUCATION

*Computer Science, Bachelor's degree | Illinois Tech | Chicago, IL | August 2018 - December 2021*

**GPA: 4.0/4.0**

- **Trained an artificial intelligence (AI) agent** to master gameplay in Tic-Tac-Toe, using the **Minimax algorithm**.
- Trained a **logical knowledge-based agent** to play the Constraint Satisfaction Problem of Wumpus.
- Achieved optimal solutions for the number puzzle game and shortest path-finding problem by implementing **path-finding algorithms** such as **A\***, **depth-first search**, and **breadth-first search** on graph and tree data structures.