

Erica Yarmol-Matusiak

EDUCATION

Western University & Ivey Business School, London, Canada

Class of 2020

Bachelor of Science and Business Administration, GPA 4.0/4.0

- Western National Scholarship (2016), \$36,000: Awarded to 39 of ~6,000 incoming freshmen
- Ivey Leader Scholarship (2018), \$30,000: Awarded to 3 of 600 incoming Ivey HBA students
- Attended #DevelopHER at Twitter HQ, a two-day leadership conference for women in tech
- Completed Spanish minor at Universitat Autònoma de Barcelona, achieving Spanish proficiency

EXPERIENCE

Business Technology Analyst, Deloitte Digital, Toronto, Canada

May 2018 - Aug 2018

- Defined product strategy of computer vision platform for retailers through user research, client relationship building, and interviews with industry experts, resulting in deeper team focus, clearer product vision, and stronger relationships with internal stakeholders and clients
- Designed and implemented full-stack analytics visualization dashboard for retail customers using HTML, CSS, JavaScript, Firebase, and D3
- Developed back-end database and API to connect purchase and facial data sources for analysis using Node.js, GraphQL, Lambda and DynamoDB
- Created visual presentation assets to sell seven health analytics solutions to AI strategy clients

Health Informatics Research Assistant, Western University

Sept 2017 - July 2018

- Built logistic regression and gradient-boosting models with 300K individuals and 15 features to predict future risk of depression based on chronic disease outcomes and other electronic medical records data (R, SQL), using a dataset of 1.2M Canadian primary care patients
- Completed 3 courses in machine learning, data manipulation, and health data modelling

Educational Tour Leader, Brightspark Travel, Canada

Apr 2017 – Apr 2018

- Led lodging, travel, entertainment logistics and delivered educational content of 15 cross-Canada bilingual tours for groups of 50 to 150 students
- Awarded 4.5/5 stars by clients & assigned most additional tours of all new hires by management

LEADERSHIP

Organizer, Hack Western 5

Mar 2018 – Present

- Planning three-day, 600+ person hackathon in November 2018; responsibilities include securing sponsorships, establishing accessible resources for first-time hackers, and designing brand identity

Innovation Lead, Nspire Western & Nspire Innovation Network

Apr 2016 – July 2018

- Led team of 6 to run 4 tech-focused events; spearheaded operations, sponsorship, marketing
- Created ideathon to design feasible tech solutions for community youth mental health hub, with 130 attendees and \$4,000 in revenue; solutions were leveraged by local health team

Vice President of Engagement, Western Venture Association

Sept 2016 – May 2018

- Grew membership 20% and achieved 3x social media engagement through user research which informed branding strategy, website redesign, and improved digital marketing

Entrepreneur, Private Tutoring Business

Jan 2012 – Aug 2016

- Grew small business to 13 clients and \$16K in revenue through referrals and custom lesson plans

PROJECTS & AWARDS

Pluralize (Interfaith Dialogue Challenge) – 3rd place, Vatican Hacks 2018

- Designed project to encourage cultural discovery through existing friends; built Chrome extension that leveraged Facebook Social Graph API to determine religious diversity of your network

Facile – Deloitte Best Presentation Pitch & Bell IoT Smart Cities Prizes, Hack Western 4

- Created IoT system to monitor washroom facilities in real-time (Arduino, Flask, Leap Motion), took PM/design role by directing team ideation, designing value proposition and business pitch deck, making a 3D model of the product in a washroom, and pitching to judges

Strategy, Data Analysis, and Design Competition Awards

- Ivey SpinMaster Startup Challenge, Voices.com Data Analysis, GCC Global Retail Strategy, Escape Rooms Expansion Strategy, Pledges for Change Youth Social Innovation, Hacking Health: Chronic Disease Management, Cossette Health Service Design Prize, Queens Strategy Consulting

CONTACT

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SKILLS

Technical

JavaScript
Node.js
Python
R
SQL
HTML/CSS
D3.js
GraphQL
Git

Design

Illustrator
Photoshop
InDesign
Sketch
inVision

LANGUAGES

Spanish (proficient)
French (conversational)
Ukrainian (conversational)
Mandarin (beginner)

INTERESTS

Welcoming new immigrants at Canadian Latin American Association

Mentoring women in tech at Ladies Learning Code & SheHacks Western

Volunteering at MARS Health Innovation Week

Triathlon training

Contemporary mixed-media visual art