NADIA FLOREZ

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EDUCATION

The University of Texas at Austin May 2021
Master of Science, Information Technology & Management

University of Colorado Denver May 2016
Master of Arts, Economics

University of Colorado Boulder May 2013
Bachelor of Science, Economics and Applied Math minor

EXPERIENCE

Mozilla Corporation – *Product Data Scientist* Oct 2022 - Present

- Partner cross-functionally with product managers, product designers and software engineers to ideate, design, size, analyze and interpret 20+ A/B tests to improve product and business outcomes
- Define complex business strategy challenges and solutions through analytical deep-dives, producing multiple 6+ page long reports, and 15 slide presentation deck
- Visualize data dashboards for 5 product areas to improve product insights, resulting in user journey optimization
- Communicate key analytical findings to data science, product, and engineering teams at large

Affinity Answers – *Marketing Data Scientist* Jun 2021 - Jun 2022

- Build collaborative filtering recommender system powered by matrix factorization model to understand visitation behavior of 10 millions users on over 3000 store brands
- Create consumer profiles for top restaurant chains, leveraging terabytes of data from 3 different sources and implementing lift and information gain metrics to discern relationships between users and their mobile app usage
- Drive business outcomes through evidence-based insights by tailoring technical methodologies to business goals

Dell Technologies Services – *Business Analyst Intern* Spring 2021

- Facilitate internal dataset discovery in peta-byte sized data lake through development of a network-based recommender system on Microsoft Azure infrastructure, including Databricks
- Spearhead technical solution ideation and implementation through consulting with client on project needs, goals
- Collaborate effectively with 4 team members, leading and emphasizing iterative strategy for final deliverable

Center for Transportation Research, University of Texas Austin – *Research Fellow* 2017 - 2019

- Automate data pipelines to clean, integrate, visualize, and analyze 10 large GIS datasets using PostgreSQL, Python and R to deliver reports and interactive web applications to traffic engineers
- Establish data storage and archiving initiative for Austin Transportation Department, researching technologies and applying industry best-practices (AWS capabilities)
- Refine written, oral, and visual communication skills to describe quantitative methods succinctly and persuasively

DATA-DRIVEN PROJECTS

Bi-partite Network Analysis with Goodreads book data Fall 2020

- Scrap over 9000 instances of book data from Goodreads to infer market characteristics of book publisher industry
- Analyze a bi-partite network of publishers and book topics to identify 9 “niche” publishers within the mystery genre using LDA topic modeling on book descriptions

Predictive Image Analytics with TensorFlow and Google Colab Fall 2020

- Implement CIFAR-10 image dataset to train 2 deep learning networks (CNN and LSTM) for image prediction
- Perform data augmentation and prediction methodologies in Google Colab using TensorFlow with 85% accuracy

MA Research Capstone Project *“Marriage equality legalization and the mental health of young males”* Spring 2016

- Present novel research implementing a differences-and-differences causal inference approach with Python
- Employ longitudinal data for 50 states from 2000 - 2014 to show a significant (plausibly causal) correlation between marriage equality and mental health using CDC health data