

NADIA FLOREZ

nadia.florez90@gmail.com | github.com/florezn | linkedin.com/in/nadia-florez

EDUCATION

The University of Texas at Austin Master of Science, Information Technology & Management	May 2021
University of Colorado Denver Master of Arts, Economics	May 2016
University of Colorado Boulder Bachelor of Science, Economics and Applied Math minor	May 2013

EXPERIENCE

Mozilla Corporation – Product Data Scientist	Oct 2022 - Present
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• Scrape 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
<ul style="list-style-type: none">• 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
<ul style="list-style-type: none">• 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	