

Hannah MacDonald

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Education

UC Berkeley - Master of Information and Data Science

Berkeley, CA

Courses: Modern AI Strategy, Applied ML, Data Engineering, Design of Experiments

Aug 2024 - Dec 2025

University of Florida

Gainesville, FL

Bachelor of Science - Statistics, Minor - Mathematics

Aug 2017 - May 2021

AI / Product Projects

refrAlme - Intelligent AI Journaling Platform (Full-stack AI Agent Product)

Applied ML and AI Application Capstone - UC Berkeley, Fall 2025

- Designed and built an AI agent-driven journaling platform using Python, React, MongoDB, and AWS (Lambda, API Gateway).
- Implemented a Retrieval-Augmented Generation (RAG) pipeline using vector embeddings to deliver personalized reflections tied to past entries.
- Created end-to-end UX flows including onboarding, prompt generation, and feedback loops with agent evaluations and prompt iteration.
- Conducted user interviews and UX testing to validate journaling workflows, refine onboarding, and prioritize feature improvements based on user needs.

Graph-Based Investment Insight Tool

Neo4J Data Engineering - UC Berkeley, Spring 2025

- Built an interactive graph database system for exploring diversification patterns within the NASDAQ-100.
- Modeled relationships using Pearson correlation, Jaccard similarity, and Louvain clustering to surface hidden connections between companies with Python.
- Built a recommendation feature using PageRank and similarity scores to identify alternative stocks within community clusters.

Work Experience

Data and Reporting Senior Consultant

Miami, FL

Invisors - Workday Partner

Dec 2023 – June 2024

- Led 5 enterprise deployments owning requirements, data conversion, and delivery; collaborating directly with client executives across HR, Finance, and IT.
- Transformed 100K+ employee records into analytics-ready schemas and shipped validated data pipelines for HCM, payroll, and financial systems.
- Defined KPIs, success metrics, and reporting logic with business stakeholders to ensure insights aligned to operational and strategic needs.
- Directed cross-functional teams through data go-live readiness, establishing scalable workflows.

Data and Reporting Consultant

Miami, FL

Invisors - Workday Partner

July 2021 – Dec 2023

- Consolidated multi-system legacy data into standardized reporting layers used by HR, operations, and leadership teams in different sectors such as healthcare, retail, and finance.
- Built dashboards and UI prototypes that improved clarity across business units.
- Gathered requirements, mapped business logic, and converted stakeholder goals into structured metrics definitions and visualizations.
- Supported multiple system migrations, creating insights and schema documentation to inform client decision-making.

Skills

- AI:** Prompt engineering, agent design, RAG pipelines
- Product:** Roadmapping, UX Research, rapid prototyping, A/B testing
- Engineering:** Python, R, SQL, JS (React), MongoDB, Supabase (PostgreSQL)
- Data Science:** EDA, causal inference, statistical modeling, feature engineering, experimental design, data visualization
- Tools/Libraries:** Git/Github, Tableau, Node.js, Cursor, Notion, pandas, numpy, seaborn