

Hannah Sky Gonzalez

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EDUCATION

University of California, San Diego

Sept. 2023 – June 2027

Bachelor of Science, Data Science & Bachelor of Arts, International Business, Minor in Accounting

La Jolla, CA

Coursework: Data Structures and Algorithms for Data Science, Theoretical Foundations of Data Science, Linear Algebra, Econometrics, Product Marketing and Management, Enterprise Finance, Microeconomics, and Macroeconomics.

EXPERIENCE

Research Intern, Product Management

June 2025 – Aug. 2025

LOZO | UX Research, Usability Testing, Persona Development, Product Development, Data Analysis

Shanghai, China

- Improved report-saving efficiency by 50% for 100+ students and teachers across multiple schools by conducting usability, feasibility, and utility testing on an educational web platform with an AI analyzer tool, demonstrating self-driven product development and analytical skills.
- Developed a data-driven UX persona using Canva by analyzing behavioral data and interview feedback, then collaborated with the product manager to integrate insights into design updates, improving website usability and reducing average task completion time by optimizing core features through product analytics and data visualization techniques.

Market Research Mentor

Apr. 2025 – June 2025

Women in Business, UC San Diego | Market Research, AI Analysis, Product Analytics, Leadership

La Jolla, CA

- Directed a team of 5 students to analyze Spotify's AI personalization features by assigning research tasks and reviewing data, resulting in comprehensive competitor and user experience insights and demonstrating self-driven leadership in a fast-paced environment.
- Synthesized qualitative and quantitative findings into 3 actionable recommendations to enhance AI modeling and user engagement, and presented results to 100+ students while coaching team members on data analysis techniques, pivot tables, and visualization best practices using mathematical software.

Market Research Intern

Oct. 2024 – Dec. 2024

Women in Business, UC San Diego | Data Analysis, Data Visualization, Product Analytics, Teamwork

La Jolla, CA

- Analyzed Clarins AI's chatbot performance and market potential by conducting SWOT and competitor analyses, providing strategic recommendations informed by data-driven insights, product development principles, and statistical evaluation.
- Collected and processed 20+ data points through survey design and analysis, using pivot tables and data visualization techniques in Google Sheets to identify consumer trends and generate data-driven recommendations that guided product strategy, enhanced decision-making, and demonstrated strong analytical and technical proficiency.

PROJECTS

League of Legends Position Prediction | *Python, Pandas, Scikit-learn, Machine Learning, Data Modeling, NumPy*

- Developed a Random Forest Classifier using Scikit-learn to predict player positions across 19,692 rows and 161 features, achieving 77.3% accuracy and improving baseline performance by 4% through advanced feature engineering and hyperparameter tuning with GridSearchCV.
- Applied statistical hypothesis testing and fairness analysis ($p = 0.056$) to validate unbiased model performance, demonstrating expertise in inferential statistics, mathematical software, and consistent analytical execution.
- Executed a full end-to-end data modeling pipeline including preprocessing, exploratory data analysis, and feature scaling with StandardScaler; utilized Matplotlib and product analytics to visualize relationships between variables and translate gameplay metrics into actionable insights for model refinement.

Twitter Sentiment Analysis | *Python, Pandas, SciPy, Plotly, Predictive Analytics, Data Modeling, Teamwork*

- Collaborated with a team to preprocess 1.6M tweets, filter 195 college-related posts, and engineer features, enabling predictive modeling that identified a 25% increase in negative sentiment during finals week.
- Built and validated predictive models using t-tests and hypothesis testing in SciPy, confirming a statistically significant correlation between high-stress periods and negative sentiment, ensuring model accuracy and reliability.
- Created interactive visualizations in Plotly and summary statistics in Pandas to communicate sentiment trends over time, supporting actionable insights while coordinating tasks across the team for consistent data pipeline execution.

TECHNICAL SKILLS

Languages & Tools: Python, SQL, R, Jupyter Notebook, HTML, CSS, JavaScript, Java, Git, GitHub.

Data Science & Analytics: Pandas, NumPy, SciPy, scikit-learn, Matplotlib, Seaborn, Plotly, Statistical Analysis, Predictive Modeling, Machine Learning, Data Visualization, Artificial Intelligence, AI Analytics.