

# Jerusha Seesala

jerushaseesala@gmail.com ❖ (312) 536-2660 ❖ Chicago, IL ❖ <https://www.linkedin.com/in/jerusha-seesala>

---

## WORK EXPERIENCE

### University of Wisconsin Division of Continuing Studies

Dec. 2022 – Present

*Learning Engineer Intern*

*Madison, WI*

- Conducted comprehensive quality assurance checks for Canvas courses created through HTML, ensuring high-quality course design and content.
- Collaborated closely with Instructional Designer Engineer to identify and troubleshoot issues, ensuring that all courses met or exceeded quality standards.
- Utilized Smartsheet to track and manage projects, facilitating seamless project updates, organization, and brainstorming to improve project data management.
- Streamlined the quality assurance process by developing and implementing new tools and strategies, saving significant time and resources.
- Conducted research on emerging trends in quality assurance to identify and incorporate new best practices and approaches.

### Northwestern University Center for Talent Development

June 2022 – Aug. 2022

*Teaching Assistant*

*Evanston, IL*

- Provided technical guidance and support to students in Northwestern University's iOS Bootcamp, imparting expertise in Swift programming and course material.
- Answered students' queries on methods of standardizing and optimizing code, fostering their ability to produce efficient and readable code.
- Coached students on developing a prototype app using Swift, guiding them to adhere to coding best practices and standards.
- Provided feedback on student assignments and projects, helping students enhance their programming skills and creativity.
- Collaborated with course instructors and fellow TAs to enhance course materials, ensuring optimal learning outcomes for students.

### University of Illinois Computer-Based Testing Facility

Oct. 2020 – Dec. 2021

*Slack Lead*

*Urbana-Champaign, IL*

- Served as the primary point of contact for exam proctors, providing timely resolution of issues and ensuring a smooth exam process.
- Conducted meticulous data entry checks on Google Sheets, verifying over 200 exam recording uploads, identifying and reporting suspicious behavior, and documenting critical information for review by higher-ups.
- Maintained accurate and up-to-date records of student information, attendance, and exam dates and times, facilitating seamless communication between faculty and students.
- Collaborated with cross-functional teams to develop and implement new protocols and best practices for exam administration, streamlining processes and improving overall efficiency.

## PROJECTS

### Chicago Public School Inequity Data Storytelling

- Led a data storytelling project exploring inequities in the Chicago Public School system, utilizing data from the City of Chicago data portal and school profiles to identify key trends and disparities.
- Developed innovative solutions to address resource disparities, including proposals to increase funding for afterschool programs and other support services.
- Conducted in-depth analysis of critical data points, such as graduation rates and the availability of support services, to inform strategic decision-making and develop evidence-based recommendations using software such as SQL and MS Access.
- Presented findings and proposed solutions to class, utilizing effective data visualization software such as Tableau and communication techniques to convey complex information in a compelling and accessible manner.

### COVID-19 Social Media Misinformation Data Analysis

- Conducted a comprehensive analysis of COVID-19 misinformation on Twitter, utilizing Python for data analysis and visualization and the Elaboration Likelihood Model to identify differences between 2020 and 2021 tweets using data from multiple sources, ensuring a robust and representative sample for analysis.
- Leveraged advanced techniques, including sentiment analysis and OP analysis, to gain a deeper understanding of the content and impact of misinformation tweets.
- Discovered that tweets in 2021 were more likely to reference peripheral cues than in 2020, indicating a shift toward simpler processing and potentially greater susceptibility to misinformation.
- Presented findings to class, utilizing effective data visualization and communication techniques to convey complex information in a compelling manner with recommendation to present findings further to academic researchers and public health officials.

## EDUCATION

### University of Wisconsin, Madison

Aug. 2022-Dec. 2023

*MS in Information, Data Analytics Concentration (4.0/4.0 GPA)*

*Madison, WI*

### University of Illinois at Urbana Champaign

Aug. 2018-Dec. 2021

*BS in Psychology, Minors in Informatics and Spanish (3.85/4.0 GPA)*

*Urbana-Champaign, IL*