

# K A I R A V I C H A H A L

## EDUCATION

### M.S. • University of Washington

Seattle, WA • September 2017 – March 2019

Human-Centered Design & Engineering

### B.S. • Carnegie Mellon University

Pittsburgh, PA • August 2010 – May 2014

Statistics • Minor in Architecture

Major QPA: 3.6 • Dean's List, Spring 2014

## TOOLS

R

SQL

Java

Python

JavaScript

Hive

ElasticSearch

Scala

Excel

LaTeX

HTML + CSS

Processing

Adobe Creative Suite (Id, Dw, Ps, Ai)

## SKILLS

Customer segmentation and targeting

Experiment and survey design

Predictive analytics

Large structured datasets

Data visualization

Iterative design

Attention to detail

## COURSEWORK

Advanced Methods for Data Analysis

Applied Multivariate Methods

Statistical Computing

Modern Regression

Introduction to Statistical Inference

Probability Theory and Random Processes

Statistical Graphics and Visualization

Experiment Design for Social Sciences

## CONTACT

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## EXPERIENCE

### Manager • American Express

New York City, NY • July 2014 – April 2017

Owned strategy and analytics for digital marketing channel

Provided insights about customers to help target marketing campaigns

Conducted tests to measure effectiveness of ad creatives and offer incentives

Designed and engineered a personalized merchant recommendation system

### Teaching Assistant • Tepper School of Business

Carnegie Mellon University • January 2012 – May 2014

Course teaches HTML, CSS, Adobe Dreamweaver and basic design principles

Demonstrated labs, held help sessions and office hours and graded homework

### Teaching Assistant • Department of Statistics

Carnegie Mellon University • August – December 2013

Course covers conditional probability, distributions and limit theorems

Held weekly office hours and graded homework and exams

## PROJECTS

### Record Linkage • Prof. Rebecca Steorts

Department of Statistics, CMU • May – August 2013

Extended and tested algorithm to match unique individuals across databases

Worked with National Long-Term Care Survey dataset with over 50,000 entries

### Graphics and Visualization

Class projects, CMU • January – May 2013

Produced visual analyses of restaurant data from Yelp, and 2010 US Census data

Worked extensively with maps and representation of higher-dimensional data

## ACTIVITIES

### Volunteer Consultant • ReadWorks

Brooklyn, NY • October 2016

Helped organize pro-bono consulting hackathon for non-profit organization

Created article recommender for "Featured Articles" on digital.readworks.org

### Recruiter & Delegate • Grace Hopper Celebration

Houston, TX • October 2015

Selected to represent American Express at Grace Hopper Conference

Recruited and interviewed candidates

Designed t-shirts and posters for company booth

### Comics Editor • The Tartan

Carnegie Mellon University • January – December 2013

Curated and assembled comics/puzzles section and produced a comic strip

Copy edited and laid out every issue

Redesigned thetartan.org; placed sixth at Associated College Press Conference

## MISCELLANEOUS

Currently on F-1 visa • Eligible for 12-month OPT with 24-month STEM Extension