

LUKE HARTFIELD

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EDUCATION

The University of Texas at Austin	Master of Science, Business Analytics	May 2026
	BBA, Management Information Systems	May 2025
	Overall GPA: 3.94	

WORK EXPERIENCE

Southwest Airlines – *Technology Analyst Intern – Data Governance*; Dallas, TX Jan 2025 – Apr 2025

- Presented agentic AI travel planner lean business case, MVP, and architecture diagram to CIO and senior executives
- Created and launched an internal Datapedia page, improving access to data artifacts and reducing manual lookup time
- Mapped over 500 data lake roles and assets to the enterprise Data Catalog, increasing metadata visibility for 1,000+ users
- Analyzed data privacy workflows and built dashboard enhancements, aligning reporting with GDPR and CCPA compliance

JPMorgan Chase – *Operations Analyst Program – Commercial Banking Intern*; Plano, TX Jun 2024 – Aug 2024

- Processed 30+ small business loans daily, resolved lien issues, and prepared closing documents for clients
- Gained experience with credit risk review, documentation and communication standards in commercial lending
- Identified post-approval inefficiencies and proposed workflow changes that reduced manual entry and sped up processing
- Built AI tool to query JPMC employee directory by interests and experience; designed UI in Figma for hackathon demo

nFLXn Consulting – *Project Management Intern*; Plano, TX Sep 2023 – Nov 2023

- Managed statuses, logistics, and coordination of consultants' projects with CRM and Project Management software

teamUpHR, Inc – *Data Operations Intern*; San Francisco, CA Dec 2022 – Aug 2023

- Processed and audited consultants' time sheets, drafted invoices, and escalated issues in weekly Operations meetings

Private Chess Coach – Austin, TX Aug 2022 – Aug 2023

- Coached 30+ students in advanced chess theory to strengthen decision-making, pattern recognition and strategic thinking

LEADERSHIP EXPERIENCE AND ACTIVITIES

Ladies Let's Talk Non-Profit – *Project Manager* Spring 2025

- Built and deployed a matching algorithm in Airtable, pairing 300+ English learners with conversation partners
- Automated onboarding and follow-up emails, eliminating manual tasks and scaling LLT's English Practice Partner program

University of Texas – *Teaching Assistant: Marketing for Social Profit* Fall 2024

- Organized instruction and led activities to deepen students' understanding of marketing social impact in business strategy

Texas Financial Derivatives – *Technical Analyst and Exec Board* Fall 2022 – Spring 2024

- Led a small cohort teaching basics of trading and presented technical analysis tools for charting directions on equities
- Managed small group portfolio, doubling returns through disciplined risk management and directional option strategies

Sigma Alpha Mu – *Active Member* Spring 2023 – Spring 2025

HONORS

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| • Future Business Analytics Leaders Scholarship Award | Summer 2025 |
| • McCombs School of Business Distinguished College Scholar | Spring 2024 |
| • Eagle Scout – Boy Scouts of America | 2022 |

ADDITIONAL INFORMATION

Computer Skills: Python, R, SQL, C#, JavaScript, Java, Power BI, Tableau, Alteryx, JIRA, HTML

Certifications: Alteryx 101 (2024), Understanding Machine Learning (2024), Workday Basics and Beyond Basics (2023)

Languages: French (fluent)

Interests: Bass Fishing, Blockchain, Bouldering, Chess, Game Theory, Gymnastics, Lifting, Options Trading, Solo Traveling