

Nicolas A. Ortega

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EDUCATION

University of Michigan School of Information – Ann Arbor, MI

- Master of Science in Information, Data Science and Analytics *Expected May 2021*
- Bachelor of Science in Information, Data Analysis & UX Design; Minor in Digital Studies *May 2020*
- Coursework: Statistics, Python Data Structures, Object-Oriented Programming, Human-Computer Interaction, Information Consulting, Financial Technology Innovations, User Modeling, Data Mining, Networks, Information Retrieval

SKILLS AND CERTIFICATIONS

- **Programming:** Python data structures and algorithms; R experience; applied Machine Learning (Sci-kit Learn, NumPy, SciPy, Statsmodels); Natural Language Processing (spaCy, NLTK); extensive Pandas data manipulation and visualization (Matplotlib, Seaborn) experience; Unix CLI (bash/zsh), version control (Git); Docker familiarity
- **Database Management and Design:** SQL (SQLite, Postgres, NoSQL), BI Tools (Mode, Chartio); ETL processes
- **Web Development:** HTML, CSS, JavaScript and React (beginner); Flask, Bootstrap
- **User Experience:** usability testing, needs assessment, wireframing and prototyping (Photoshop, Figma)
- **Analytics software:** Segment, Heap, FullStory, Hotjar, Mailchimp, Google Analytics
- **Consulting** using strategic thinking, stakeholder identification and interviewing for requirement analysis; Office suite
- **Languages:** Fluent in English and Spanish
- **Certifications:** Applied Plotting, Charting & Data Representation; Applied Machine Learning

PROFESSIONAL EXPERIENCE

Ziplyne, Remote - Data Analytics & Product Marketing Intern

July – September 2020

- Assessed current state of analytics and proposed a solution to streamline analytical tools according to stakeholder requirements for sales, marketing, and product analytics
- Collaborated with CEO and CMO to formalize business and marketing requirements and implement them into measurable metrics through custom event tracking
- Deployed dashboards to track established KPIs according to marketing pirate metrics (AARRR) on Heap analytics

YEMA, Mexico City, MX - Data Science Analyst Intern

July – September 2019

- Deployed and documented modern, scalable solutions and data architecture for company's analytical foundation
- Developed and implemented Python-based ETL tools to update organization-wide information held in a Snowflake data warehouse prime for BI/SQL mining and dashboarding
- Collaborated with teams from engineering, design, and marketing on data acquisition requirements for conversion rate optimization and customer experience metrics as well as key user funnel event tracking

SELECT PROJECT WORK

Detecting Consumer Review Fraud in Amazon, Ann Arbor, MI, Course project

October – December 2020

- Explored viability of leveraging machine learning and text mining methods to train an ML fraud detection system
- Performed text mining for feature engineering, as well as dimensionality reduction after observing feature importances
- Achieved F1 score of 0.82 with a Random Forest model, relying on features derived from review text itself

Data Analyst at Great River Regional Library (GRRL), Ann Arbor, MI, Capstone project

January – April 2020

- Quantitatively analyzed effects of fine removal of library materials on overall engagement for future policy decisions
- Designed tool to automate policy analysis for future use given limited nature of current dataset post fines removal
- Implemented tool within client-accessible Docker container for local policy analysis, insuring platform agnosticism

Co-author of report, Consulting for Information Professionals, Ann Arbor, MI

September – December 2019

- Participated in stakeholder identification and interviews, report writing
- Co-authored "Report on Consulting Preparation at UMSI, Especially Regarding SI 345, Consulting for Information Professionals," Ann Arbor: University of Michigan School of Information, December 2019