Rachael Lam

Lifelong student bridging all my interests in data, product, and design.

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EDUCATION

University of Toronto
Toronto, Canada
Sept 2020 - May 2022

Master of Information – Human-Centred Data Science
Relevant Courses: Programming for Data Science, Human-Centred Topic Modelling, Experimental Design for Data Science, Data Governance in a World of Big Data, Machine Learning with Applications in Python, Data Modelling and Database Design (SQL)

University of Toronto
Toronto, Canada
2019-2020

Foundations of Business Analysis, Business Analysis Tools and Techniques
- Create an effective plan for BA work that includes the selection of the most appropriate techniques to address business needs and solution requirements.
- Communicate the value of BA work to stakeholders in terms of improved solution delivery, performance and risk.

BrainStation
Toronto, Canada
2019

Data Analytics, Product Management, UX Design
- Data Analytics course outcomes: Cleaning and Analyzing Data, Tableau, MAMP, SQL, Excel
- PM course outcomes: PM Theory and Concepts, Lean, Agile, Product Discovery, Minimal Viable Product, Scrum
- UX Design course outcomes: User Research, Information Architecture, Sketching & Wireframing, Prototyping

Pitzer College
Claremont, California
2011 – 2016

Bachelor of Arts – Africana Studies
- Thesis: Emancipatory Beats, Rhythms and Rhymes: Music as a Contemporary and Historical Function of Resistance

RELATED EXPERIENCE

Paliss
Dec 2020 – Present

Co-Founder & Product Manager
- Launched MVP for a language learning app focused on immersion techniques, generating 200 users in the first two months and demonstrating demand based on industry niche.
- Obtained and fulfilled user needs and feedback into functional v.1 using agile methodologies to prioritize and implement product features.
- Formulated data governance techniques to create scalable, efficient and useful relational databases for SQL queries and API calls.
- Established automation workflows for backend tasks to increase productivity and efficiency as a small startup.
- Incorporated UXD practices both design and testing to build user friendly interface.

Data Sciences Institute
Oct 2021 – Feb 2022

Instructional Designer
- Created content and curriculum for a professional program in data science with eight core modules including [1] Foundations (Unix/Linux and Git/Github); [2] Data Storage and Access (SQL); [3] R and RStudio; [4] Python; [5] Sampling; [6] Estimation, Testing and Learning; [7] Data Visualization; [8] Causal Inference.

Lokafy
Apr 2017 – Dec 2018

Product & Operations Manager
- Defined product features and requirements to build and ship an automated bookings platform, which led to a decrease in cancellations by 40% and increased local guide network by 30%.
- Managed 10 team members remotely in India and Venezuela bringing in about $1,000,000 in revenue.
- Developed customer relationships (B2C) and established partnerships with Tripadvisor (B2B), and designed and produced client facing material that improved customer satisfaction and streamlined internal workflow.

SKILLS

Professional
Agile, Python, R, R Studio, HTML, CSS, Unix, Linux, Tableau, SQL, Microsoft Azure, Google Analytics, Google Sheets, Excel, Data Mining, Data Cleaning, Data Modelling, Machine Learning, Statistical Methodologies, Data Queries, ETL Design, UX Design, UX Research, Thematic Analysis

Personal
Strategic Thinking, Collaboration, Stakeholder Communication, Curiosity, Time Management, Detail Oriented, Written Communication, Problem-Solving, Analytical, Self-Starter, Resourceful, Prioritization