

# Ryan Rodriguez

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## EXPERIENCE

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### Mastercard | O'Fallon, Missouri

June 2017-Present

#### *Data and Analytics Intern*

- Created Tableau dashboards displaying Mastercard's professional fee spending, providing executive vice presidents with an easy to use tool for examining large picture spending trends that is also capable of drilling down to finer details
- Revamped the previously forecast-less budgeting process with time series forecasts and regression analysis using Alteryx, allowing for more accurate budgeting and clearer understanding of key spending drivers
- Modernized the Global Business Service Center's onboarding process by digitizing the feedback survey, and creating an interactive Tableau dashboard that highlighting the current painpoints of the orientation process

### Berkeley Innovation Design Consultancy | Berkeley, California

January 2017-Present

#### *Consultant*

- Designed an iOS app for client Owlized that serves as the purchasing and hosting hub for their virtual and augmented reality tour content
- Led the 3 week iteration design sprint, taking our teams design from paper sketches to high fidelity working prototype
- Kickstarted second round of user research, resulting in stronger design decisions

### Sekhon Lab | Berkeley, California

October 2016-December 2016

#### *Housing Development Campaign Lead Intern*

- Collaborated with a team of 30 researchers to develop advertising campaigns focused on lived experiences rather than scare tactics or statistics to increase public trust in vaccines and housing development
- Refined phone bank techniques based on data trends from previous phone banks, resulting in an 8% movement rate in vaccine phone banks and a 5% movement rate in housing phone banks
- Transferred effective persuasion strategies from phone banks to the storyboarding of ads designed to address the issues covered in the phone banks on a larger scale
- Recruited and trained researchers at phone banks, which ranged from 20 to 30 callers per phone bank

### Berkeley Advertising Agency | Berkeley, California

September 2016-Present

#### *Project Manager*

- Led and planned a "donuts for likes" event with client Teach For America, increasing their facebook likes by over 200 likes within 4 hours
- Led a client team of 10 UC Berkeley students across two Berkeley Advertising Agency departments to increase Teach For America's campus presence
- Initiated a comprehensive redesign, and restructuring of Berkeley Advertising Agency's website with a design critique of Berkeley Advertising Agency's website that touched upon both usability and branding.

#### **Awards**

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### Bayes Impact X Sigma Eta Pi: Life Changing Data Case Competition | Berkeley, California

November 2016

#### *Finalist*

### Pandora X ABA: Marketing Challenge Case Competition | Berkeley, California

October 2016

#### *3<sup>rd</sup> Place*

## EDUCATION

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### University of California, Berkeley | Berkeley, CA

May 2018

#### *Intended B.A. Cognitive Science concentrated in Culture, Society, and Cognition*