Terron Graham

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EDUCATION

- **University of Pennsylvania** — Philadelphia, PA
  Master of Science in Statistics

- **Pennsylvania State University** — State College, PA
  Bachelor of Science in Risk Management

EXPERIENCE

- **Microsoft** — New York City, NY
  Quantitative UX Researcher — *January 2023 - September 2023*
  - Led the implementation of the Microsoft Hybrid Work Survey, a monthly initiative targeting 5% of employees, leveraging data science techniques to gather crucial insights for enhancing the hybrid workplace experience through targeted support to Customer Zero products.
  - Revamped departmental survey methodology, shifting emphasis from product centric to experience centric approach and streamlined survey cadence by consolidating disparate surveys, driving actionable outcomes and improving overall efficiency.
  - Developed and implemented a BART Zero Shot topic modeling solution to analyze employee feedback data, optimizing the analysis process for increased efficiency and accuracy. Model achieved 83% accuracy.
  - Utilized linear and logistic regression on telemetry data to uncover meaningful correlations between employee feedback and workplace behaviors, enabling data-driven insights to support informed decision-making processes.

- **JP Morgan Chase** — New York City, NY
  Data Scientist — *July 2020 – October 2022*
  - Designed and productionalized digital account acquisition database, enabling a 7% volume increase as a result of analytics relying on this database, or ˜20M marginal value monthly.
  - Extracted value from behavioral database consisting of 800M customer visits and 6B page views per month across multiple platforms using SQL, Adobe Analytics and R in order to inform UX, content and design changes.
  - Identified critical site feature announcement failure, performed primary research on extent of deficiency, presented to senior management and lead remediation process on improvement efforts.
  - Designed interview process, selected resumes, interviewed dozens of candidates, hired and trained 5 individuals in the span of a quarter, bringing a team from 3 to 8 members.

- **Independence Blue Cross** — Philadelphia, PA
  Marketing Research Analyst — *February 2019 - June 2020*
  - Produce Tableau dashboards for Director of Consumer Sales to drive all membership planning, forecasting, and sales strategy for $1B portfolio including ˜300,000 members.
  - Deliver machine learning and optimisation projects - develop and build the necessary propensity models and segmentation to support sales leadership.

SKILLS

- **Programming**: **R** (Tidyverse, dplyr, ggplot), **SQL** (Hive, Teradata), **Python** (Pandas, Numpy, Scikitlearn, Transformers), **Tableau**, **Adobe Analytics**

- **UX Methods**:A/B Testing, Survey Design, Web Analytics, Journey Mapping, Hypothesis Testing