

# Terron Graham

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Portfolio : TerronGraham.com

## EDUCATION

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- **University of Pennsylvania** Philadelphia, PA  
*Master of Science in Statistics* May 2018
- **Pennsylvania State University** State College, PA  
*Bachelor of Science in Risk Management* May 2017

## EXPERIENCE

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- **Microsoft** New York City, NY  
*Senior Quantitative UX Researcher* January 2023 - September 2023
  - Distributed, analyzed and distributed findings from monthly Microsoft Hybrid Work Survey targeting ~5000 employees, leveraging data science techniques to enhance the employee experience through targeted support for Customer Zero products and policy.
  - Restructured Hybrid survey methodology, transitioning from a product-centric to an experience-centric approach. Streamlined survey processes by consolidating multiple surveys, resulting in actionable insights and increased efficiency.
  - Implemented an NLP topic modeling solution to analyze employee feedback data, removing human bias while optimizing the analysis process for increased efficiency and accuracy. Achieved 83% accuracy.
  - Automated data analysis processes at Microsoft through script development, including mailer file population, data organization, confidence interval validation, and open-ended response handling. Enabled near real-time analysis for tracking employee feedback trends.
  - Analyzed telemetry data using regression to reveal correlations between employee feedback and workplace behaviors. For instance, employees in Asia experienced greater institutional pressure to be in the office, and office attendance was bimodally correlated with dissatisfaction with commuting.
- **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.
  - Detected a critical site feature announcement failure, conducted primary research to assess its scope, and presented findings to senior management. Led efforts to remediate the feature, resulting in an improvement from a 30% view rate to 100%.
  - Led the hiring process, conducting interviews, and successfully recruited and trained 5 new team members within a quarter, increasing the team size from 3 to 8.
- **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

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- **Programming:** R (Tidyverse, dplyr, ggplot), SQL (Hive, Teradata), Python (Pandas, Numpy, Scikitlearn, Transformers), Tableau, Adobe Analytics, dbt
- **UX Methods:** A/B Testing, Survey Design, Web Analytics, Journey Mapping, Hypothesis Testing