Alexandra Khoo

I help brands connect better with people through data storytelling and process improvement

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EXPERIENCE

Human Managed
Lead Data Strategist (Data Visualization) for Cybersecurity Company

JAN 2021 - JUN 2021

Led the user experience strategy for self-service data in flagship consumer-facing platform

Pioneered a data visualization style guide, curated datasets in Snowflake, and prototyped visual stories in D3.js, Flourish, React

Aligned cross-functional teams (co-founders, designers, developers) on data storytelling; developed first playbooks on the practice in internal knowledge management system

Synthesis
Cultural Data Scientist for a Brand Consultancy

FEB 2020 - JAN 2021

Turned open-ended questions into bespoke research on market positioning, growth opportunities, or social behaviour patterns for clients in government, on-demand entertainment, and FMCG

Oversaw analytics matters in teams of 3-4 consultants: determined relevant metrics, built end-to-end data pipelines with Python and SQL queries in BigQuery, used methods in natural language processing and network analysis, and customized Tableau dashboards

Initiated and led monthly newsletter on sustainability trends and events, which was shared with client partners

Maritime and Port Authority of Singapore
SEP 2013 - JAN 2020

Senior Manager, Policy & Strategy

Investigated maritime trends and trade statistics, using Excel/Python to inform organizational strategies on Maritime Singapore's competitiveness, with presentations up to ministerial level

Served as speechwriter to the Chief Executive for keynote events, where organisation's priorities are shared with industry guests and staff

Manager, International Relations

Co-represented Singapore in international negotiations on matters relating to shipping's greenhouse gas emissions

Received **2016 Singapore National Excellent Service Award (Silver)** for excellent service in managing international stakeholders

TOOLSTACK OVERVIEW

Programming & Software
Python (pandas, numpy, networkx), R, SQL, GCP/Big Query, Snowflake

Javascript, HTML/CSS, elementary understanding of Svelte and React

Version control
Git, Github, Gitlab

Data Visualisation & Design
D3.js, Flourish, Figma, Gephi, Krita (open-source alternative to Adobe Illustrator/ Photoshop), Tableau

LANGUAGES

Mandarin (mother tongue), German (A2)

EDUCATION

Metis Data Science Bootcamp
Oct - Dec 2019, Singapore

University of Chicago, MA International Relations
2012-2013, USA

University of York, BA (Honours) Politics with International Relations
First Class with Distinction
2009-2012, UK

Maritime and Port Authority of Singapore Overseas Government Scholarship 2009 - Full sponsorship for undergraduate & graduate studies

for a joint event with the International Maritime Organization, a UN agency

Policy Analyst, International Maritime Organisation (IMO) Affairs

Ran campaigns for Singapore's successful re-election to the IMO Council, the executive organ

Assessed foreign administrations' requests for technical assistance

SELECTED PUBLIC ENGAGEMENTS

A Personal Response to Datafication (Upcoming) - Contributed an essay to the Data Science by Design Anthology on the transformation of many aspects of our lives into data and what it means to use a human-centred lens

Natural Language Processing with tweets to @AmazonHelp - Delivered a talk at La Kopi@Google Developers Space on using methods like Latent Dirichlet Allocation analysis and non-negative matrix factorization to uncover key themes in customers' discontent.

Humanizing Data: Career Switch into Data Science - Shared insights and personal lessons from my data science career journey as part of Wanted Spotlight's Breaking Data talk series

2019 Dataquest Diversity Scholarship - Sponsorship for online data science learning

INTERESTS

Contributor writer for Data Visualization Society

Advocate for diversity/women in tech (served as mentor with Google's Women Developer Academy and editor with nonprofit She Loves Data)