

VIVEK RAO

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PROFILE

- Analytics professional passionate about using data visualization and UX design to support decision making
- **Core competencies:** data storytelling, BI/dashboards, wireframing, user testing, data engineering
- **Technical skills:** Figma, Tableau, PowerBI, Python, SQL, HTML/CSS, d3.js, React, Adobe Creative Suite

PROFESSIONAL EXPERIENCE

Providence Health

Chicago, IL

Senior Product Designer

August 2024 – Present

- Collaborate with product and development teams to design data-driven products that improve executive decision making
- Set up a controlled trial to measure Data Design System's impact; estimated that engineers who use design system templates can build 50% more elements in the same timeframe
- Designed a scorecard with 25+ metrics that allows executives to identify problematic performance at monthly reviews

McKinsey and Company

Boston, MA

Sr. Data Visualization Designer

June 2022 – April 2024

- Designed a scrollytelling microsite and dashboard to communicate savings of ~\$15M to a Fortune 500 C-suite
- Prototyped PowerBI dashboards for a network of 500+ clinics to identify changes in financial statements
- Collaborated with a team of data engineers to build a Tableau dashboard for a state health agency that improved safety and quality standards at 20+ problematic nursing homes

Purdue University

West Lafayette, IN

Graduate Teaching Assistant

August 2021 – May 2022

- Taught an undergraduate course on data storytelling and visualization; served as coach to student teams
- Used Python, SQL and parallel computing to wrangle 40 billion rows of gasoline data for a study on price competition

Eli Lilly and Company

Indianapolis, IN

Data & Analytics Intern

June 2020 – July 2020

- Sped up COVID-19 antibody trials by designing an app and its data pipeline to collect data for drug trials
- Initiated a suite of PowerBI reports to identify trends in workplace conflicts leading to more team transparency

PROJECTS

- Designed a Tableau dashboard for a ~\$10B retailer's CEO to identify market trends from weekly sales
- Investigated utilities use across IU buildings, discovering a fountain wasting 10 million gallons of water annually
- Launched Indiana's first official map tracking COVID-19 cases, garnering 22,000+ pageviews in first two weeks
- Determined optimal time to do laundry on IU's campus by building a Python web scraper and JavaScript graphics

HONORS & AWARDS

- **Winner, data storytelling:** Pudding Cup 2024
- **Longlisted:** Information Is Beautiful 2024 Awards
- **First place, data visualization:** Society of Professional Journalists
- **First and third place, interactive graphic:** Columbia Scholastic Press Association

EDUCATION

Purdue University, Krannert School of Management

West Lafayette, IN

MS | Business Analytics and Information Management

May 2022

Indiana University, Kelley School of Business

Bloomington, IN

BS | Finance and Business Analytics

May 2021