

# VIVEK RAO

Chicago, IL | (812) 230-3500 | [vivrao9@gmail.com](mailto:vivrao9@gmail.com) | <https://vivrao9.github.io>

---

## PROFILE

---

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

## PROFESSIONAL EXPERIENCE

---

### McKinsey and Company

Boston, MA

*Sr. Data Visualization Designer*

June 2022 – April 2024

- Designed a webpage and dashboard for a client's digital twin team to communicate savings of ~\$15M to their C-suite
- Used AWS and Python to populate Tableau dashboards that 5,000+ people have used to search for nursing homes
- Designed and user tested dashboards for a health agency to monitor and identify nursing homes that need intervention
- Co-founded a DEI affinity group to promote social mobility; organized bimonthly programming for 80+ members

### Eli Lilly and Company

Indianapolis, IN

*Data & Analytics Intern*

June 2020 – July 2020

- Designed an app and its data pipeline to collect data for drug trials, later used in COVID-19 antibody trials
- Initiated a suite of PowerBI reports to identify trends in workplace conflicts leading to more team transparency

### Indiana Daily Student

Bloomington, IN

*Managing Editor of Digital*

October 2017 – May 2021

- Integrated digital strategy leading to a 20% increase in web traffic to more than 2.25M views for the semester
- Increased annual revenue by \$15,000 by redesigning the website in a user-centric and data-driven way

### CarAdvise, LLC.

Chicago, IL

*Operations Data Analyst*

June 2019 – August 2019

- Saved more than 500 annual worker hours by automating manual data entry through Python PDF scrapers
- Increased bottom line by using Tableau to audit company pricing policies and identify loss-generating services

## HONORS & AWARDS

---

- **Society of Professional Journalists:** first place, data visualization
- **Columbia Scholastic Press Association Gold Circle Award:** first and third place, interactive graphic
- **Indiana Collegiate Press Association:** first place, news story; second place, informational graphic
- **Associated Collegiate Press:** first place, social justice reporting; honorable mention, interactive graphic
- **College Media Association Pinnacle Awards:** third place, best infographic

## PROJECTS

---

- Investigated utilities use across IU buildings, discovering a fountain wasting 10 million gallons of water annually
- Designed and built a website to uncover sexual harassment by an IU professor, leading to his resignation
- Launched Indiana's first official map tracking COVID-19 cases, garnering more than 22,000 pageviews in two weeks
- Determined optimal time to do laundry on IU's campus by building a Python web scraper and JavaScript graphics
- Analyzed former IU president McRobbie's speeches using Python; fine-tuned GPT-2 to mimic his speaking style

## EDUCATION

---

### Purdue University, Krannert School of Management

West Lafayette, IN

Master of Science in Business Analytics and Information Management

May 2022

### Indiana University, Kelley School of Business

Bloomington, IN

Bachelor of Science in Finance and Business Analytics

May 2021