



Paola E. Vizcarra

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Santa Cruz, CA

Data Analyst

- Exceptional critical thinking skills in data science and analytics, with expertise in Python, Excel, and SQL. Practical experience with MySQL and PL/SQL.
- Defined and led projects focused on designing and implementing multimedia initiatives, including UX, UI, web design, and front-end development for corporate websites.
- Proven ability to collaborate effectively with creative teams in fast-paced, deadline-driven environments, showcasing a strong work ethic and exceptional problem-solving skills.

Professional Experience

Cabrillo Community College, Aptos, CA (2022 – 2024), Data Analyst student assistant.

Worked in the Office of Instruction in curriculum and scheduling. Managed spreadsheets and gathered data, including organizing, analyzing, and interpreting complex datasets. Formulated algorithms to improve data interpretation and support decision-making.

Freelance Designer/Developer, Peru (2009 – 2017), Web Designer | Front-End Developer | UX Designer. Provided UX, UI, web design, and front-end development for corporate websites, improving online presence. Designed logos and corporate identities, managing composition and applying design principles.

Entertainment Publications Inc., Troy, MI (2006 – 2008), Web Designer. Created email newsletter designs, and HTML/CSS templates adhering to usability best practices. Oversaw UI design, web design, and front-end development for corporate, sales, and fundraising websites, as well as for email newsletters and micro-websites.

Education

Bachelor of Science in Information Science and Data Analytics (ISDA), San Jose State University, San Jose, CA; anticipated graduation: May 2026. Comprehensive coursework in data analysis, database management, machine learning, and UX design, with a focus on data visualization, programming, and statistical methods for solving real-world problems.

Master in Digital Graphic and Advertising Design, Toulouse Lautrec Institute, Peru, July 1996. Coursework covered campaign visualization, brand identity, and guidelines. Emphasized advertising effectiveness through market research and consumer analysis.

Professional Certificates

Database Development Practitioner – Certificate of Achievement-Advanced, De Anza College, Cupertino, CA, June 2022. Awarded with Honors.

Google UX Design Professional Certificate, Coursera, coursera.org, February 2022.

Programming in Python – Certificate of Achievement, De Anza College, Cupertino, CA, March 2021. Awarded with Honors.

Awards

President's Scholar at San Jose State University
Dean's List at Cabrillo and De Anza Colleges.