Vanessa Qian | vvqian@gmail.com **|** vv-qian.github.io

EXPERIENCE —

Block (fka Square)

Data Analyst, Retail   June 2022-March 2025
- Spearheaded Retail's first analytics-driven investigation into performance and reliability across cross-functional teams, leading to the establishment of a dedicated performance optimization team
- Developed seller segmentation framework categorizing grocery merchants by store type using multi-dimensional analysis of product catalog data, hardware/software usage, and transaction patterns
- Partnered with product ML team to build monitoring and reporting systems for seller adoption and usage patterns of ML and AI-powered features
- Designed an approach to standardize and classify diversely named retail, services, and restaurant items

Data Analyst, Communications   September 2021-June 2022
- Analyzed consumer behavior and economic trends to craft data-driven narratives for external communications, including press releases and thought leadership content
- Built internal web application for near real-time visualization of consumer trend analysis from daily aggregated transaction data

Premise Data

UI/UX Engineer   November 2020-August 2021
- Architected eventing for web product; tripled user feedback channels; designed a refreshed UI

The Wall Street Journal

Graphics Reporter   August-November 2020
- Conceptualized and executed data-driven visual investigation analyzing diversity patterns in professional sports coaching (on.wsj.com/3zdlf63)
- Analyzed mail delivery performance and voter registration patterns across battleground states using Python to assess election litigation risk factors

Associate Graphics Reporter   June 2019-August 2020
- Conducted comprehensive analysis of hospital merger impacts on healthcare accessibility by integrating multiple datasets using advanced Python data manipulation and joins
- Mapped Amazon's logistics expansion by linking shipping data with Census geographic datasets to quantify year-over-year market penetration changes

NPR

Visuals Intern; News Assistant   June-October 2018
- Spearheaded data collection, analysis, and visualization strategy for multi-part investigative series examining China's global economic influence (n.pr/2T9mu6O)
- Transformed complex scientific data on global plastic waste patterns into accessible country-level per-capita responsibility visualizations (n.pr/3xaQ4b7)

Yik Yak

Political Data Analyst Intern   May-November 2016
- Analyzed social media discourse patterns to identify political and cultural trends using pandas and NumPy for large-scale text data processing
- Developed interactive data visualizations supporting election coverage and media outreach initiatives during 2016 presidential campaign cycle

EDUCATION

University of California, Berkeley
Bachelor of Arts (with honors) in History
and minor in Computer Science, May 2019

SKILLS

Data   SQL, Python, Tableau/Looker/Amplitude/Mode, ETL
development, A/B tests

AI & Dev AI-assisted coding platforms, LLM API integration,
prompt engineering, full stack web development