URSULA RANDHAWA

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CAREER PROFILE

Data enthusiast looking for a challenging position that will utilize my passion for data accessibility and strong technical skills. Certified MCSA in Business Intelligence Reporting.

QUALIFICATIONS

Analytics/Programing: Advanced SQL scripting, Airflow, Python, dbt, LookML, Presto, Redshift, Google Big Query
Visualization: Excel, Microsoft Power BI, Amazon QuickSight, Looker, Tableau, Google Data Studio
Data Skills: BI & sales reporting, data pipelines, requirements gathering, stakeholder management, public speaking

EXPERIENCE

Dionyziuz (www.dionyziuz.com) 1/2019-present
Artificial Intelligence Artist
- Conduct ongoing input experiments with our neural style transfer model to produce original landscape digital art, and oversee our creative presence by managing our Etsy storefront and curating in-person art shows
- Research the model by categorizing, classifying, and analyzing the output from different artistic styles with the goal of gaining insights around how the model interacts with color palettes, brush strokes, textures, and color tones

Unity Technologies 3/2024-present
Senior Business Intelligence Developer
- Architected and deployed a database-to-Google Sheets customizable synchronization pipeline and template using Airflow, eliminating multiple bespoke manual data processes, reducing a key stakeholder's weekly workload by 15% by streamlining customized data update procedures
- Pioneered a sentiment analysis tool for app store reviews, partnering with a principal software engineer to evolve an initial prototype analysis using NLTK, Pandas, and WordClouds into a comprehensive solution that provides business teams with actionable insights on customer sentiment trends
- Partnered with 30+ stakeholders to identify gaps in self-service data tooling, design scalable frameworks, implement improvements via Agile development, and deliver training on the resulting data systems and self service options

Unity Technologies 7/2022-2/2024
Manager, Data Analytics
- Managed a team of 2 data analysts and 1 data scientist through 1 merger and 1 acquisition, overseeing seamless transitions and ensuring continued productivity and collaboration during uncertainty and change
- Oversaw the development of a QuickSight dashboard that consolidated client configuration settings, enabling efficient review, which resulted in a $145k quarterly profit uplift by allowing business teams to rectify incorrect settings at scale

ironSource (merged w/ Unity Technologies in 7/2022) 3/2021-6/2022
Business Intelligence Analyst
- Developed a classification predictive model utilizing Python libraries—FuzzyWuzzy, NLP, Pandas, and NumPy—achieving a 96.8% accuracy rate in cross-platform phone app matching via bundle IDs, resolving a critical business issue by significantly enhancing bundle matching from an approximate 30% match rate based on exact names to an improved fuzzy matching capability
- Engineered and implemented a GitHub query repository from 0 to 1 that interfaces with DataGrip, cultivating global knowledge sharing among the data analyst team, streamlining workflows, and reducing redundant query writing

Santa Cruz Nutritionals 8/2019-2/2021
IT Business Systems Analyst I
- Conducted an analysis of factory floor accident data and created Power BI reports for senior management that provided insights for actionable safety improvements, resulting in a 53% reduction in the Recordable Incident Rate
- Led the rollout of Microsoft Teams and Adobe Sign, enabling remote work for office workers during the COVID-19 crisis

Avanade Inc. 9/2018-8/2019
Data Analyst, Advanced Analytics
- Designed and developed business intelligence dashboards in Microsoft Power BI, analyzing and visualizing over 2.8 billion rows of data, and created comprehensive data visualization style guides

EDUCATION

B.A. in Economics and Mathematics, *UC Santa Cruz*, GPA: 3.8/4.0, Kappa Kappa Gamma Chapter Treasurer