KATT KENNEDY

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SUMMARY

- 10+ years of progressive data science and UX research experience in finance, industrial, healthcare companies
- Strong expertise in creating stakeholder consensus with universal KPIs for interdepartmental communication
- Expert in designing and managing research projects, incorporating cycles of qualitative, quantitative research
- Specialty in data rehabilitation and maintenance, helping departments create better, more secure data stores

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PROFESSIONAL EXPERIENCE

Senior Business Intelligence Analyst, UX Research at Standard Insurance   Feb. 2022 to Nov. 2022
- Recreated executive dashboards as PowerBI solutions, clarifying KPIs and saving 1.5 FTE manual labor
- Created and executed multi-disciplinary research to weigh infrastructure and workflow improvements
- Integrated team of six into organizations' SAFe Agile in Jira; managed teams' research and devops portfolio

Operations Data Analytics Director at Cash App   June 2020 to Jan. 2022
- Managed customer ops data analysis and engineering team for Cash App; grew team from five to sixteen
- Expanded metrics coverage from email-only to five channels, establishing KPIs to create CPC, NPS clarity
- Duplicated and merged AirWave DAGs to support Salesforce change in eight weeks, with two days downtime
- Created the Data Dangerous program to create data literacy, Looker, SQL skills throughout organization
- Acted as escalation point for operations research issues for twelve hundred employee operations department

Data Scientist/SW Engineer, Product Management at HP   May 2019 to June 2020
- Developed material usage prediction model with AWS Redshift, Python, lowering standing inventory ~15%
- Troubleshot user workflow issues using only machine metadata due to language barriers, timezone differences
- Responsible for establishing UX research data store; creating, planning, presenting, closing needed studies

NLP Analyst, Customer Success at Nautilus, Inc.   Apr. 2017 to Mar. 2018
- Company lead for natural language processing (NLP), creating research for sales, operations, marketing
- Created and managed audit process to ensure accuracy of speech categorization, compliance reporting
- Created and maintained operations and compliance dashboards in GoodData, PowerBI, and Excel

Data Engineer at S.R.Smith   Oct. 2016 to Jan. 2017
- Managed ETL processes, requirements gathering, dashboard creation for board of directors, Australia team

Data Scientist, UX Research at Spear Education   Jan. 2015 to Oct. 2016
- Led product research with telemetry data analysis in R, SQL, tracing customer journeys via statistical models
- Created and led cross-department initiative to improve data quality, reduce data products from seven to four
- Company lead for qualitative research (surveys, interviews, focus groups), integrating with quant. research
- Administrated NetSuite database and led meetings with DevOps group for feature enhancements, bug fixes

Senior Data Analyst, Interim IT Manager at Oncology Convergence Jan. 2013 to Nov. 2014
- Principle data analyst for oncology, providing ad-hoc reports and dashboards to three remote hospitals
- Administrated EMR databases for remote clients, responsible for reporting, data governance, troubleshooting
- Responsible for HIPPA/HI-TECH compliance employee training, systems analysis, vendor coordination

Project Coordinator/ Business Analyst at Toyota Financial Services Oct. 2011 to Aug. 2012
- Responsible for all Excel financial models and dashboards functioning during Excel 2003 to 2010 migration
- Coordinated remote team for upgrade from Lotus Notes to Outlook, for 5k employees in over fifty locations
- Designed and implemented feedback system, later used for Toyota Motor Systems migration (15k employees)

Graduate Research Assistant at UNH Aug. 2009 to May 2011
- Conducted time-series cohort analysis of emotional intelligence and health survey in SPSS, Excel, R
- Researched, summarized academic articles on emotional intelligence, I/O psychology for published papers

Data Analyst, Project Coordinator at Lightlines, Inc. Sep. 2005 to Aug. 2009
- First data analyst in publishing company, responsible for gathering marketing and sales data, creating reports
- Created and maintained ERP database for large inventory, enabling better reporting and marketing campaigns
- Responsible for creating reports, marketing collateral, vendor and freelancer coordination, office management

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SKILLS

- **Programming**:   Python, R; SQL (Postgre, MySQL), NoSQL; git; Ruby; Hadoop/Hive/Spark
- **Data Engineering:**   Databricks, Azure, AWS; Apache Airflow; Mulesoft; Snowflake; AWS
- **Statistics, Models**:   A/B, AB/AAB testing; ANOVA; regression modeling; kNN; time-series analysis
- **Visualization:**   Looker, Tableau, PowerBI, GoodData; Python (seaborn, Matlab), R (tidyverse)
- **Project Management:**   Agile, SAFe Agile, Waterfall, OKR; Jira/Confluence, Asana, Microsoft Project

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EDUCATION

M.B.A. in Advanced Market Research at UNH August 2011

B.A. in Psychology, Business Administration at UNH August 2009

VOLUNTEER EXPERIENCE

Data Science Mentor at Emerging Leaders Mentorship Apr. 2019 to Present

Vice President at Games to Gather Feb. 2017 to Jan. 2018

Treasurer at Phoenix Tabletop May 2014 to May 2016