

# Sandra Becker

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## Data | Design | Development

### Skills

Statistics: R, SAS, SPSS, Excel

Visualisation: Javascript (d3.js + svelte), R (ggplot2), Python (seaborn), Tableau, CARTO

Design: Figma, GSAP, CSS (tailwind)

Languages: German (native), English (fluent), Spanish (proficient), French (conversational)

### Experience

#### Liminal, Portugal

##### Data Visualisation Engineer (6-month contract), 2025

- Designed and prototyped the Use Case Explorer in Figma, from concept to high-fidelity mock-up
- Collaborated with the product team to define visualisation goals and user interactions
- Implemented the tool with D3.js, fully integrated within a React environment
- Added interactivity including search, compare, sort, and tooltips
- Deployed across multiple use cases for production use

#### Data Visualisation, Portugal

##### Freelancing 2022- 2025

- Bitsight, a cybersecurity company: I improve their data visualisations created in Tableau by applying design and UX concepts. The team could therefore detect patterns and outliers more efficiently. I analysed deeply and communicate in the format of visual storytelling data breaches from the last 10 years. [sandraviz.com/data-breaches](https://sandraviz.com/data-breaches)
- THE CITIZENS, a journalism organisation: I rework a project webpage including maps and data visualisations in a desired minimalistic design with clean code.
- Personal project about natural disasters: [sandraviz.com/natural-disasters](https://sandraviz.com/natural-disasters)
- Personal project about global inequality: [sandraviz.com/global-inequality](https://sandraviz.com/global-inequality)
- Privacy International, a London-based charity: Webpage design and UX

#### Arcada University of Applied Science, Finland

##### Professor: Data Visualisation & AI (remote) 2020- 2023

In the Information Technology program, I taught bachelor students the following modules: Decision Support Systems and Analytical System Design (d3.js, python). In the Big Data Analytics program, I taught master students Visual Analytics (d3.js, CARTO, Flourish, R)

#### ie Business School, Spain

##### Professor: Data Visualisation (on-side & remote) 2018- 2020

Lectures and content development for the “Big Data Master Program” (d3.js, CARTO, R)

## **Universidad Europea, Spain**

### **Professor: Data Visualisation (on-side & remote) 2017- 2024**

Lectures and content development for the "Big Data Master Program" ([d3.js](#), [CARTO](#), Flourish)

## **EthereumMadrid, Spain**

### **Co-Founder 2015- 2018**

Events about [DAO-Hack](#), [Gnosis](#), [Stable-coins](#) and [crypto-economics](#). Course development and execution about Bitcoin, Ethereum and [Crypto-economics](#) for organisations and companies

## **Telefonica, Spain**

### **Big Data Visualisation 2015- 2017**

Responsible for big data visualisation training: content development, workshops and consultancy in Spain and Brazil ([d3.js](#), Tableau, CARTO)

## **Zenith Media, Spain**

### **Modelling Analyst 2015**

Managing econometric modelling projects with a special focus on the impact of digital media on sales in order to measure clients' marketing strategy objectives (R, Excel)

## **Hamilton, Spain**

### **Senior Consultant 2014- 2015**

Managing strategic market research projects in the field of commercial real estate, specifically for retailers based on shopping behaviour analysis (SPSS, Excel)

## **GroupM (M&C), Germany**

### **Manager Analytics & ROI 2013- 2014**

Leading media mix modelling projects related to advertising and media research from launch to client presentation. Creating econometric models to help clients define their optimal advertising investment (SPSS, Excel)

## **Hall & Partners, UK**

### **Data Analyst 2011- 2013**

Processing advanced statistical methods in order to solve client-specific questions to facilitate marketing and communication planning. Advising both account teams and clients in the context of international analytics projects related to advertising, brand and media research (SPSS, Excel)

## **Nielsen, Spain**

### **Analyst (Consumer Panel Services) 2010- 2011**

Panel data analysis to measure consumers' purchasing behaviour. Elaboration of solutions depending on client preferences e.g. consumer segmentation using brand affinity data (SAS)

## **Nielsen, Germany**

### **Analyst (Consumer Panel Services) 2008- 2010**

Modelling of household clusters related to the financial crisis. Client-specific projects related to sophisticated shopping modeling analysis based on the Nielsen household panel (SAS)

## **Education**

### **FernUniversität in Hagen, Germany**

#### **Master's degree: business and economic studies 2004- 2010**

Specialisation fields: marketing and statistics

Final thesis in the field of statistics in cooperation with Nielsen: Empirical study of potential factors that influence consumer FMCG spending based on the Nielsen household panel (SAS)