

# Sandra Becker

## Senior Data Visualization/UI Engineer

Lisbon, Portugal - Open to relocate to Paris

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Senior Data Visualization / UI Engineer with over 10 years of experience working with data across statistical modeling, analysis, and applied research, and several years of hands-on experience building interactive, data-intensive user interfaces. I focus on translating complex, noisy datasets into clear, performant UI systems that support exploration, sensemaking, and decision-making in production environments.

### Core Competencies

#### Data Visualization & Front-End Engineering

D3.js (bespoke, component-based visualizations), JavaScript (ES2023+), Svelte, React, interactive data-driven UI systems, visualization architecture and reusable components, advanced interactions (filtering, comparison, search, tooltips, animation), performance optimization, scalable front-end patterns

#### Design, UX & UI Engineering

UX design for analytical and data-intensive tools, information architecture and visual hierarchy, semantic HTML, CSS (Tailwind), responsive and mobile-first design, Flexbox and CSS Grid, accessibility-aware layout (WCAG), Figma

#### Data & Analytics

Statistical modeling, exploratory data analysis (EDA), visual analytics, pattern and outlier detection, decision support systems, analytical & narrative storytelling, Python, R and SQL

#### AI & Emerging Analytics

AI-assisted analytics and development workflows, human-in-the-loop analysis, visualization of model outputs and uncertainty, interpretability-focused visual interfaces

#### Languages

German (native), English (fluent), Spanish (professional), French (conversational)

### Data Visualization/UI Engineer Project Work

#### Story Data / Health Institute of Catalonia · Spain (Remote)

Data Visualization / UI Engineer 2025-present

- Designing and building a component-based public health dashboard
- Developing a responsive, mobile-first interface using Svelte, Tailwind, and D3.js, with advanced navigation and filtering
- Translating complex health metrics into clear, interpretable UI structures
- Focusing on maintainability, scalability, and accessibility-aware layout for a long-lived public-sector product

#### Liminal · US (Remote)

Data Visualization / UI Engineer 2025

- Built a data-driven Use Case Explorer, an internal decision-support interface for comparing analytical scenarios
- Integrated React with bespoke D3.js visualizations, implementing filtering, comparison, and drill-down interactions
- Collaborated with product and analytics teams to translate analytical requirements into usable interface patterns
- Optimized interaction clarity and performance for high-dimensional datasets

#### Global Inequality Project · Independent

Data Visualization · Design & Engineer 2024-2025

- Developed an interactive, data-intensive project exploring global inequality across multiple dimensions
- Built a Svelte-based interface with comparative views, UI controls, and scroll-driven interactions
- Worked with large, multi-source datasets,

#### Privacy International · UK (Remote)

UX & Information Design 2024

- UX design and information architecture for a public-facing advocacy website
- Worked with stakeholders to validate design decisions

#### Bitsight · Portugal

Data Visualization & Analytics 2020-2023

- Provided long-term analytical and UX guidance to improve internal and client-facing dashboards
- Design and implementation of an interactive project, including data scoping and analytical framing
- Built exploratory interfaces for event-based cybersecurity datasets using D3.js

## Teaching & Academic Experience

Arcada University of Applied Sciences · Finland (Remote)	2020-2023
Professor · Data Visualization & AI	
Taught bachelor-level courses in Decision Support Systems and Analytical System Design, Taught master-level courses in Visual Analytics within the Big Data Analytics program, Designed curricula and course materials focused on analytical reasoning, visual interpretation, and interactive visualization systems	
IE Business School · Spain	2018-2020
Professor · Data Visualization	
Lectures and content development for the Big Data Master Program, Focus on interactive data visualization, visual analytics, and data-driven storytelling	
Universidad Europea · Spain	2017-2024
Professor · Data Visualization	
Lectures and course content development for the Big Data Master Program, Topics included visual analytics, interactive visualization, and communication of complex data	

## Earlier Professional Experience (Analytics & Modeling)

Telefonica · Spain	2015-2017
Big Data Visualization	
Led training, workshops, and consultancy in data visualization for internal teams, Developed visualization strategies and prototypes, Worked with multidisciplinary teams in Spain and Brazil	
Zenith Media · Spain	2015
Modelling Analyst	
Managed econometric modeling projects analyzing the impact of digital media on sales, Supported measurement of marketing effectiveness and strategy optimization	
Hamilton · Spain	2014-2015
Senior Consultant	
Led strategic market research projects in commercial real estate, Focused on consumer behavior analysis	
GroupM (MEC) · Germany	2013-2014
Manager Analytics & ROI	
Led media mix modeling and ROI analysis projects, Developed econometric models to support advertising investment decisions, Presented analytical results to clients and senior stakeholders	
Hall & Partners · UK	
Data Analyst	2011-2013
Applied advanced statistical methods to brand, media, and advertising research, Supported international analytics projects and client advisory work	
Nielsen · Germany & Spain	2008-2011
Analyst	
Panel data analysis of consumer purchasing behavior, Developed segmentation and modeling solutions using SAS, Contributed to household-level and shopping behavior models	

## Education

FernUniversität in Hagen · Germany	2004-2010
Master's degree · business and economic studies	
Specialization: Statistics & Marketing, Master's thesis in cooperation with Nielsen:	
Empirical study of factors influencing FMCG consumer spending using household panel data	