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), Portugues (conversational)

Experience

Data Visualisation, Portugal
Freelancing 2022- Current
- Bitsight, a cybersecurity company: I improve their data visualizations 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
- 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
- Personal project about global inequality: 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 <u>DAO-Hack</u>, <u>Gnosis</u>, <u>Stable-coins</u> and <u>crypto-economics</u>. Course development and execution about Bitcoin, Ethereum and <u>Crypto-economics</u> 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 (MEC), 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)