

VIVEK RAO

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PROFILE

- Analytics professional passionate about using data visualization and design to support decision-making
- **Core competencies:** data storytelling, BI/dashboards, data engineering, UX design, automation, user testing
- **Technical skills:** Python, Figma, Adobe Creative Suite, Git, HTML, CSS, d3.js, React.js, web scraping

PROFESSIONAL EXPERIENCE

McKinsey and Company

Boston, MA

Sr. Data Visualization Designer

June 2022 – April 2024

- Designed a webpage and dashboard for a client's digital twin team to communicate savings of ~\$15M to their C-suite
- Used AWS and Python to populate Tableau dashboards that 5,000+ people have used to search for nursing homes
- Designed and user tested dashboards for a health agency to monitor and identify nursing homes that need intervention
- Co-founded a DEI affinity group to promote social mobility; organized bimonthly programming for 80+ members

Eli Lilly and Company

Indianapolis, IN

Data & Analytics Intern

June 2020 – July 2020

- Designed an app and its data pipeline to collect data for drug trials, later used in COVID-19 antibody trials
- Initiated a suite of PowerBI reports to identify trends in workplace conflicts leading to more team transparency

Indiana Daily Student

Bloomington, IN

Managing Editor of Digital

October 2017 – May 2021

- Integrated digital strategy leading to a 20% increase in web traffic to more than 2.25M views for the semester
- Increased annual revenue by \$15,000 by redesigning the website in a user-centric and data-driven way

CarAdvise, LLC.

Chicago, IL

Operations Data Analyst

June 2019 – August 2019

- Saved more than 500 annual worker hours by automating manual data entry through Python PDF scrapers
- Increased bottom line by using Tableau to audit company pricing policies and identify loss-generating services

HONORS & AWARDS

- **Society of Professional Journalists:** first place, data visualization
- **Columbia Scholastic Press Association Gold Circle Award:** first and third place, interactive graphic
- **Indiana Collegiate Press Association:** first place, news story; second place, informational graphic
- **Associated Collegiate Press:** first place, social justice reporting; honorable mention, interactive graphic
- **College Media Association Pinnacle Awards:** third place, best infographic

PROJECTS

- Investigated utilities use across IU buildings, discovering a fountain wasting 10 million gallons of water annually
- Designed and built a website to uncover sexual harassment by an IU professor, leading to his resignation
- Launched Indiana's first official map tracking COVID-19 cases, garnering more than 22,000 pageviews in two weeks
- Determined optimal time to do laundry on IU's campus by building a Python web scraper and JavaScript graphics
- Analyzed former IU president McRobbie's speeches using Python; fine-tuned GPT-2 to mimic his speaking style

EDUCATION

Purdue University, Krannert School of Management

West Lafayette, IN

Master of Science in Business Analytics and Information Management

May 2022

Indiana University, Kelley School of Business

Bloomington, IN

Bachelor of Science in Finance and Business Analytics

May 2021