

Rae O'Connor

(765) 508-2714 | raeoconnor1331@gmail.com | [linkedin.com/in/rae-oconnor](https://www.linkedin.com/in/rae-oconnor) | Schaumburg, IL

EDUCATION

Purdue University

Bachelor of Science in Data Visualization, Web Programming and Design

West Lafayette, IN

Aug. 2018 – May 2022

PROFESSIONAL EXPERIENCE

Adobe Analytics Analyst

CDW

July 2022 – October 2024

Remote

- Collaborated with clients and cross-functional teams to develop data analytics solutions, primarily within the Adobe Launch ecosystem.
- Wrote rules, debugged, and prepared comprehensive technical documentation for both technical and non-technical stakeholders.
- Wrote and presented analytics insights and strategies.
- Focused on education to provide streamlined solutions following best practices.

Student Web Developer

Purdue University Online

May 2022 – June 2022

West Lafayette, IN

- Created and updated engaging, user-friendly content for the blog, ensuring alignment with brand standards.
- Developed a standardized account data dashboard for company partners using Django, JavaScript, Python, and D3.js, enhancing data accessibility.
- Gained hands-on experience in both content creation and web development, sharpening skills in technical and creative domains.

Data Visualization Specialist

Owen County Community Foundation

Jan 2021 – Jan 2022

Spencer, IN

- Developed Looker Studio dashboards to streamline and visualize donations, scholarships, and web data, improving tracking and decision-making processes.
- Led training sessions to teach colleagues how to interpret data insights and make future updates.
- Designed a comprehensive book, Spencer Basketball: A History of Basketball at Spencer High School, showcasing historical research, design, and layout using Adobe InDesign.

PERSONAL PROJECTS

The O'Connor Family Fund | *Crowdfunding, Social Media, Donor Relations*

Jan 2017 – Present

- Raised over \$15,000 through local donations for the O'Connor Family Fund, providing annual grants to support Huntington's Disease patients at the Summerfield Health Care Center.

The Gladiator Blog | *UI Design, Responsive Web Design, Wordpress, SEO*

Jun 2021 – Jun 2022

- Led a complete visual design and UI overhaul for The Gladiator Blog, improving user experience and engagement.
- Directed over 30 authors through the drafting, editing, and publishing process, while designing and implementing website graphics and branding.

Redspring Interactive | *JavaScript, UI Design, PHP, Project Management*

Aug 2021 – May 2022

- Collaboratively developed D3.js dashboards to visualize hiring data, analyze processes, and identify inefficiencies.
- Led the design and implementation of interactive UI elements, ensuring branding integration and usability for client-facing dashboards.

The CloudAnnotator | *Python, Data Stream Mining, Data Visualization*

May 2021 – Jul 2021

- Collaborated in a diverse team to develop an award-winning visual analysis system for the VAST 2021 Challenge, using Python and JavaScript.
- Integrated visual design and data analytics to identify abnormal events in social media streaming data.
- Cleaned and processed thousands of data entries, preparing the dataset for effective keyword analysis.

TECHNICAL SKILLS

Languages: JavaScript (*D3, jQuery, React, Chart*), HTML/CSS, SQL, VBA, Python (*pandas, NLTK, Gensim, YellowBrick*), C++, PHP

Software + Platforms: Adobe Analytics, PowerBI, Tableau, Google Analytics, Looker Studios, Tealium, Adobe Target, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Microsoft Office

Databases + Frameworks: React, WordPress, Bootstrap, MySQL