

# RIYA MODY

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## EDUCATION

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### Carnegie Mellon University

Master of Human Computer Interaction, School of Computer Science

Pittsburgh, PA

Aug 2024 – Aug 2025

### Chapman University | Provost Scholar

Cumulative GPA: 3.96 | Summa Cum Laude

Bachelor of the Arts, Psychology, Crean College of Health and Behavioral Sciences

Minor, Data Analytics, Fowler School of Engineering

Orange, CA

Aug 2018 – May 2022

## PROFESSIONAL EXPERIENCE

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### Data Analyst II

Pacific Life Insurance

Newport Beach, CA

Aug 2022 – May 2024

- Created and maintained human-centered experiences within the organization's data visualization platform, Salesforce CRM Analytics (CRMA).
- Utilized UX research methods like user interviews, task analysis, and prototype testing to transform the design of an inefficient CRMA dashboard into a streamlined data story, resulting in 60% more adoption over six months by national sales teams and leadership.
- Automated the discovery of high-potential leads by constructing a data pipeline, performing data engineering, and creating an interactive dashboard, resulting in a quarterly time savings of 40 hours for both sales managers and representatives.

### Data Analyst Intern > Data Analyst I

Pacific Life Insurance

Newport Beach, CA

May 2021 – Aug 2022

- Designed a sales dashboard by developing personas, creating information architecture, and conducting user testing, which leveraged market data to identify areas of opportunity.
- Automated an Excel report for activity tracking by designing an interactive dashboard which resulted in increased productivity by the sales teams and saved 156 resource hours annually.

### Research Assistant

Chapman University Computational Analysis of Health Behavior Lab

Orange, CA

Aug 2020 – May 2022

- Conceptualized, designed, and conducted an experimental study to investigate the impact of an image filter on information processing in individuals with learning disabilities.
- Co-authored a manuscript for publication in a peer-reviewed scientific journal.
- Performed image processing, eye tracking data mapping, and data engineering using Python.
- Applied advanced statistical analysis techniques using R, including multiple logistic regression, to uncover patterns and trends within the data.

## COMMUNITY SERVICE & INVOLVEMENT

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### Volunteer Buddy Coach

Angels on Stage

San Jose, CA

Oct 2015 – Feb 2024

- Used Applied Behavioral Analysis (ABA) techniques to support a diverse group of children with special needs, including Autism and Down Syndrome.
- Advocated for accessibility features in the production process while leveraging cutting-edge technologies to explore innovative ways to enhance the overall performing experience.

## TECHNICAL SKILLS

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Skilled in dashboard building with CRMA, Tableau, Salesforce Financial Services & Sales Clouds, Snowflake, SQL, SAQL, R, Python, Jira, and Figma