

# BARBARA HIDALGO-SOTELO

Data Scientist | Consultant | Project Manager

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Austin, TX

## SUMMARY

An MIT-trained data scientist with a unique mix of experience in behavioral research, public sector data science consulting and private sector management consulting. I am a personable leader who thrives in challenging, cross disciplinary environments where tech-savvy discipline and relationships are critical for success. Seeking a data science position where I can translate complex data sets into insights and informed decisions.

## EXPERIENCE

Data Scientist

### Metric5 Consulting

2021 - 2023 Remote (Client based in Washington DC)

- Built a POC reporting dashboard with a novel workflow integrating ServiceNow, internal COTS software, and PowerBI to visualize the data access request process.
- Worked with leadership at a federal regulatory agency to support implementation of 2021 Federal Data Strategy and mandates of the Open Government Data Act.

Project Manager - Digital Transformation

### Inflective, Inc.

2017 - 2019 Remote (Client based in Parsippany, NJ)

- Worked closely with IT and client services teams on a digital transformation project (going paperless) to optimize the adjudication of 4M medical bills annually.
- Co-led four Lean Six-Sigma workshops at a multi-billion dollar risk management company to identify high-impact operational business process improvements.

Research Project Manager - Eye Tracking

### MediaScience

2017 - 2017 Austin, TX

- Supervised experimental data collection of eye tracking data in naturalistic viewing environments and analyzed additional biometric data (e.g. GSR, facial expressions) to deliver custom deliverables for media industry clients.

Technical Consultant - Web-based Software

### Persis Consulting

2014 - 2017 Remote

- Documented software requirements via extensive discussions with stakeholders from the business and IT teams for two private-sector consulting clients.
- Managed QA/QC testing of software enhancements for two web-based products.
- Created documentation of web app architecture for a non-technical audience.
- Developed end-user training, including a wiki and video resource deliverables.

Research Engineer/Scientist - College of Communications

### University of Texas at Austin

2013 - 2016 Austin, TX

- Built a Matlab software package to collect and securely transmit data for a longitudinal study on bilingual language development in 11 Austin-area schools.
- Wrote an algorithm to extract a key dependent measure (speech onset time) from recorded speech sounds, including a human-validation mechanism.
- Wrote a GUI to facilitate data analysis by trained research staff.

## PROJECTS

HOW-TO BUILD A DIY TEMPERATURE SENSOR FLEET (2020)

<http://dagny099.github.io/temp-sensor-00/>

Built a workflow for visualizing home-generated data from multiple temperature sensors powered by Arduino (<\$10 per sensor); used AWS to store data with SQL and run a web server to interactively visualize the temperature throughout my house.

MODELING SEARCH FOR PEOPLE IN 900 SCENES (2009)

<http://olivalab.mit.edu/SearchModels>

Recorded eye movements of observers looking for people in 912 outdoor scenes. Conducted spatial and temporal analyses of individual differences in eye movement patterns; predictive modeling of human visual attention via Bayesian learning model.

- Journal article [cited by 412 publications](#) as of 7/1/2023

## TECH SKILLS

### Programming Languages

Python    Matlab    R    SQL    Git

JavaScript    HTML/CSS    Bash script

### Data Visualization/Frameworks

PowerBI    Tableau    Plotly    Matplotlib

Streamlit    Dash    Seaborn    Altair

### AI/ML Packages

scipy    scikit-learn    tensorflow    pyspark

opencv    beautifulsoup    spacy    networkx

## EDUCATION

PhD, Cognitive Science

Massachusetts Institute of Technology

BS, Electrical Engineering

University of Texas at Austin

BS, Biology

University of Texas at Austin

## CERTIFICATION

AWS Certified Cloud Practitioner

Issued by Amazon Web Services, June 2023

Open Knowledge Graph Certified

Issued by EDM Council, November 2022

DCAM V2 Accredited

Issued by EDM Council, October 2021

## STRENGTHS



### Data scientist with business acumen

Co-founded a healthcare business with my parents in 2014. Honed my skills in Agile, Six-Sigma, and change management as a software consultant and project manager. My motto is, If you understand it, you can improve it.



### Collaborative leader and team player

Synergy is critical for making a stronger impact than individual efforts alone. Effective coaches and team members instinctively understand and foster that. Succeed together and learn together.



### Passionate about data democratization

Empowering individuals to make data-informed decisions in their organizations is intrinsically satisfying to me and vital for driving innovation.



### Thrive in fast-paced environments