Tim Joo

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EXPERIENCE

SMASH TECHNOLOGY   *January 2024 - Present*
Business Intelligence Engineer   Seattle, WA
- Architected a cutting-edge Data Warehouse leveraging Snowflake, AWS, and Azure, enabling real-time data integration across multiple platforms and empowering Analyst teams to generate high-value BI reports.
- Creating a comprehensive data governance framework, ensuring GDPR compliance, and reducing data-related risks by 70% across the organization.

SEATTLE MARINERS   *January 2022 - June 2022*
Business Intelligence Engineer   Seattle, WA
- Designed a real-time NPS dashboard using Power BI, enabling the Mariners to track fan sentiment across 81 home games, resulting in a 15% increase in fan satisfaction scores.
- Developed interactive visualizations of NPS scores by seating section, leading to targeted improvements that boosted overall stadium NPS from 32 to 48 within one season.

COSTCO   *January 2022 - April 2022*
Business Intelligence Engineer   Seattle, WA
- Designed a Market Basket Analysis dashboard, enabling Senior Costco Buyers to improve senior management decision-making around inventory management, sales, and promotion tactics.
- Developed and optimized ETL QA Data Pipelines using Azure Synapse and Azure Data Factory (ADF), integrating a CI/CD workflow that automated processes, significantly enhancing data sourcing efficiency.
- Delivered weekly business intelligence reports to senior directors, managers, and buyers, providing actionable insights across 50 Costco warehouses, which resulted in an additional $3M in annual sales.

INTEL   *June 2021 - December 2021*
Business Intelligence Engineer   Seattle, WA
- Developed and deployed over 10 Power BI dashboards to monitor Intel Silicon Factory development across Arizona, Israel, and Oregon, providing critical insights into project progress and performance.
- Designed custom visualizations to track construction status, financial buyouts, and weekly costs, allowing stakeholders to assess each factory's week-by-week development impact.
- Engineered custom ETL pipelines that converted XML data to JSON within a CI/CD workflow, enhancing data flow speeds and efficiency by over 500% and ensuring rapid and reliable data processing.

OTHER EXPERIENCE

YOUTUBE   *January 2022 - Present*
Content Creator | Data Skills, Lifestyle, Tech, and Living in Seattle   Seattle, WA
- Grew a subscriber base to 4,000, achieving over 176,648 views in the past year, reflecting strong audience engagement and content relevance.

UNIVERSITY OF WASHINGTON   *September 2020 - December 2021*
Advanced SQL Teaching Assistant   Seattle, WA
- Conducted weekly sessions on database topics, including JOINs, VIEWs, ERDs, and Stored Procedures via Zoom, providing in-depth instruction to enhance students' understanding.
- Mentored over 60 UW iSchool students weekly on Relational Databases and SQL, offering personalized guidance to reinforce critical concepts and practical applications.
- Identified challenging topics and organized customized, one-on-one review sessions that effectively addressed issues such as ETL and NoSQL Databases, contributing to an average student GPA of 92.4%.

EDUCATION

UNIVERSITY OF WASHINGTON   Seattle, WA
- Bachelor of Science in **Informatics** | *Data Science & Analytics*
- Bachelor of Arts in **Communications** | *Business Communications*

UNIVERSITY OF WASHINGTON   *September 2024 - Present*
Masters of Science in **Information Management (MSIM)**   Seattle, WA
➢ **Specializations**: Program/Product Management & Consulting (PPMC) & Data Science

SKILLS

Data Concepts | Extract Transform Load, Data Wrangling, Data Modeling, SAS, Agile Workflows, SDLC, A/B Testing
Software | Tableau, Power BI, Excel, Azure Data Factory (ADF) / Synapse, SQL Server, AWS
Programming Languages | SQL, Python, R, HTML, Javascript, CSS, Databricks