

Tavanya Seth

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Analytical technologist blending data storytelling, strategy, and human behavior to solve user-centered problems

Professional Experience

McCann Relationship Marketing **Detroit, MI**
Data Analyst, Performance & Analytics March 2025 - Jan 2026

- Leveraged **Adobe Analytics** to build scalable workflows for General Motors (GM), translating data into actionable insights that optimized performance, search relevance and aligned marketing strategy with measurable KPIs.
- Collaborated with **cross-functional** teams to identify A/B testing and personalization strategies for GM's digital marketing & media campaigns, contributing to a 10% increase in user engagement and informing new features.
- Presented **data-driven** recommendations to senior stakeholders, translating technical insights into product roadmap decisions that improved user engagement, personalization initiatives and overall sales by 15%.

Welspun **New York, NY**
Consumer Insights Analyst Sept 2024 - March 2025

- Conducted in-depth **consumer research** to identify ten key trends and support data-driven strategic planning, resulting in product improvements that increased the net promoter score by 20%.
- Built interactive dashboards using **PowerBI** to monitor KPIs such as sales performance and inventory turnover, delivering actionable insights to target high-growth customers and optimize revenue growth by 7%.
- Analyzed datasets to produce **operational** insights and documentation, identifying reporting pipeline inefficiencies and implementing improvements that increased decision-making speed and accuracy significantly.

Human-Computer Interaction Lab at UMich **Ann Arbor, MI**
Data Analysis & AI Research Assistant Sept 2022 - Sept 2024

- Trained and tested two image-classification machine learning models using **Python** with a food dataset of over 100,000 labeled images, achieving a 25% increase in prediction accuracy to enhance search-by-picture UX features.
- Led evaluations of AI explainers for consistency and stability, uncovering variations in their accuracy and reliability, which informed benchmarks and best practices to enhance transparency in the **explainable AI** (XAI) industry.

Hearst Magazines **New York, NY**
Product Marketing Intern Jun 2022 - Aug 2022

- Utilized market research on emerging customer needs to recommend **product** features, leading to a 20% increase in product innovation and fostering improved cross-functional communication across teams.
- Facilitated comprehensive user research on gaps in the market with an intern team, uncovering key user pain points like outfit decisions that informed the creation of a user-centric mobile app prototype for Cosmopolitan using **Figma**.

Education & Skills

University of Michigan **Ann Arbor, MI**
Bachelor's in Cognitive Science (Computation Track), GPA: 3.8/4.0 Aug 2021 - May 2024

- Minor in **Computer Science** and **User Experience Design**, Awards: University Honors, James B. Angell Scholar
- Coursework: Data Structures & Algorithms, User Interface Development, Data Visualisation, User Research, Artificial Intelligence, Market Strategy, Discrete Math, Consumer Behavior, Human-Computer Interaction, UX Design
- Google UX Design Certification: Gained expertise in user-centered design and prototyping for better user experiences.

Skills

- **Technical:** Python, SQL, PowerBI, Adobe Analytics, C++, JavaScript, HTML, CSS, Figma, Microsoft Excel, Jira, Canva
- **Soft Skills:** Data Visualisation, Strategic thinking, Operational Data analytics, Problem-solving, UX Design

Leadership Experience

The Women's Network: University of Michigan Chapter **Ann Arbor, MI**
Vice President of Diversity, Equity & Inclusion (DEI) Aug 2023 – May 2024

UNICEF: University of Michigan Chapter **Ann Arbor, MI**
Social Media Chair Aug 2022 – May 2023