

MELAYA LA MADRID

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EDUCATION

University of Washington Seattle

Bachelor of Science in Informatics | GPA 3.85

Concentrations: Data Science, Software Development | Minor: Business Administration

Seattle, WA

June 2026

SKILLS

Strategy: Strategic Planning • Operational Analysis • Implementation Roadmapping • Stakeholder Management

Technical: SQL • Power BI • Tableau • Python • Excel • PowerPoint • Copilot • ChatGPT

Business Tools & Leadership: Executive Presentations • Project Management • Process Improvement

PROFESSIONAL EXPERIENCE

Incoming Retail Data Analytics (Field Operations) Intern

Nintendo of America

Redmond, WA

Jun 2026 – Aug 2026

- Selected for competitive analytics internship supporting retail insights and operational decision making.
- Will contribute to data-driven analysis of retail performance, customer behaviour, and strategic initiatives.

Data Science Undergraduate Teaching Assistant

University of Washington Information School

Seattle, WA

Sep 2025 – Present

- Teach and mentor 25+ students weekly in data programming and analysis, synthesizing complex information in easy-to-understand content and communication across diverse students.
- Manage communication with 200+ students and staff, supporting efficient course delivery and student success.

Retail Sales Specialist

Recreational Equipment, Inc. (REI)

Issaquah, WA

Mar 2024 – Present

- Engage with 100+ customers daily, driving MoM membership growth and a 60% conversion record.
- Demonstrate product knowledge and customer service excellence, supporting store operations and brand mission.

Workforce Analytics Intern

MultiCare Health System

Remote

Jun 2025 – Aug 2025

- Built SQL-driven Power BI dashboards for 100K+ workforce records, generating insights used by leadership to support operational planning for 20K+ employees.
- Updated 40+ Excel-based staffing plans with clinical leadership, ensuring accuracy, audit readiness, and compliance with DOH requirements; achieved 80%+ staffing compliance and \$1M+ projected annual savings.

BUSINESS STRATEGY & LEADERSHIP

AI Reading Accessibility Webapp – Tomo Labs Startup (Project Manager, Co-Founder)

Jan 2026 – Present

- Lead a cross-functional team of 5 (design, backend, frontend); conduct weekly sprints and mentorship sessions.
- Manage roadmap, stakeholder communication, documentation, and team accountability to deliver product vision.

HR Accessibility Consulting – UW Society for Human Resources Management (2nd Place)

May 2026

- Developed operational accessibility strategy for manufacturing HR engagement, translating stakeholder pain points into scalable implementation recommendations in a concise narrative with compelling visuals.

Equitable Funding Consulting – UW Women in Business Case Competition (1st Place)

Feb 2026

- Led strategic analysis of funding accessibility challenges, synthesizing ambiguous business and stakeholder needs into actionable operational recommendations and implementation priorities.

Global Business AI Consulting – Russell Investments Case Competition (2nd Place)

Nov 2025

- Directed a 4-person team to develop an AI-enabled customer engagement strategy, with implementation roadmap, KPI framework, feature prioritization, and operation risk analysis.
- Synthesized market research, user needs, and business constraints into executive-level strategic recommendations.