

Aliza Aufrichtig

☎ 914-772-8125
✉ aliza.aufrichtig@gmail.com
alizaaufrichtig.com

Experience

- 2017 - present **Designer & Developer**, *Spotify*, New York, NY.
Create visualizations and apps to explore and understand Spotify's troves of data. Selected projects:
- You Are What You Stream: Created an animated visualization of Dita Von Teese's musical listening history, suggesting that her streaming habits offer a window into her personality
 - Your Time Capsule: Built custom surveying software to support the machine learning research team that generated custom nostalgic playlists for all Spotify users
- 2016 - 2017 **Interactive Journalist**, *The Guardian US*, New York, NY.
Explored and poked at the edges of journalistic form with code, data, graphics and words. Breathed life into the charts. Selected projects:
- Want to fix gun violence in America? Go local: A geographic analysis of gun violence and census data that highlighted the shocking concentration of gun violence in the US
 - The Great Wall of Vulvas: A public art project in support of Vagina Dispatches, a women's health video series. 22,002 people submitted vulva drawings. We used our custom-built moderation system to prevent another 7k non-vulvas from seeing the light of day.
 - RioRun: An "interactive podcast" and progressive web app where users unlock audio by going for a run. As they complete 26.2 miles, runners learn about the 2016 Rio Olympics.
- 2010 - 2015 **Product Director**, *Flocabulary*, Brooklyn, NY.
Led the educational hip-hop company's product transition from textbook and CD sales to web subscription. Managed product development, content, curricular strategy, marketing and operations.
- Designed entire website user experience, including educational media features, student assessment tools, trial & payment flows, and custom internal order fulfillment software
 - Conducted analyses in MySQL, PostgreSQL and Python to drive strategy for product, content, sales and marketing
- 2008 - 2010 **English Teacher**, *George Washington High School*, San Francisco, CA.
Taught 9th, 10th and 11th Grade English to 150 students per year in San Francisco Unified School District.
- 2007 **Researcher-Writer**, *Let's Go Publications*, Northeastern Region of France.
Wrote and updated over 100 pages of copy for the Let's Go France 2008 travel guide.

Education

- 2004–2008 **A.B. Literature**, *Harvard University*, Cambridge, MA.
Graduated *Magna Cum Laude*. Citations earned in French and Spanish. GPA 3.73 (3.90 in Major).
Harvard College Scholar for 2006-2007 school year (top 10% of graduating class).

Awards

- 2018, 2017 *Want to Fix Gun Violence In America? Go Local*: Silver in Features at Malofiej26, Bronze at Information is Beautiful Awards
- 2017 *The Great Wall of Vulvas*: Equality and Woman's Promotion Best Graphics Award at Malofiej25, News Emmy Awards nomination
- 2017 *You Are What You Stream*: Shortlisted at Information is Beautiful Awards

Technical Skills & Interests

- Technical Skills JavaScript, Python, HTML5, CSS, D3, Canvas, QGIS, Pandas, SQL, Flask, Django, SvelteJS, React, Git, LaTeX, Excel, Google Analytics, Photoshop, Illustrator, Salesforce
- Interests Walking as art, New York City history, long-distance running, swimming & cryptic crosswords