(443) 465-8413
ecleff@gmail.com
emilyleff.com

EMILY LEFF

data analysis ▪ visualization ▪ design

EXPERIENCE

Opportunity Insights, Boston MA — *Research & Data Communications Associate*
SEPTEMBER 2023 - PRESENT

- Translates research datasets into clear, visually engaging charts, dashboards, and infographics that make complex economic mobility findings accessible to policymakers, journalists, and the public.
- Leads design and implementation of organization-wide presentation and data visualization guidelines, creating reusable templates and visual frameworks that improve brand consistency across executive decks, public talks, and internal communications.
- Co-led the design of the Opportunity Atlas Module II experience, collaborating with researchers and engineers to refine interaction patterns, hierarchy, and map visualizations, improving usability and accessibility for non-technical users.

Plural Connections, Boston MA — *Graduate Research Assistant*
OCTOBER 2022 - MAY 2023

- Built interactive Streamlit dashboards that let local decision-makers explore machine-learning predictions and variable importance for school rezoning diversity initiatives, turning complex models into intuitive, explorable tools.
- Designed visual narratives explaining Chetty et al.'s friending bias research to enable non-technical stakeholders to understand model implications for equity-focused policies.

Insurify, Boston MA
Data & Research Lead - SEO Content
APRIL 2022 - AUGUST 2022

- Led data visualization and research content strategy for an SEO-driven editorial team, producing original data stories and visual explainers that increased media coverage 50% YoY and generated high-quality backlinks from national outlets.
- Owned long-form industry trend reports from data sourcing and analysis through storyboarding, wireframing visual concepts, collaborating with designers/engineers on interactive components, and coordinating press outreach.

Quantitative Content Writer
JUNE 2020 - APRIL 2022

- Produced 50+ data-driven articles and visual stories, independently handling data cleaning, statistical analysis, chart design, and nontechnical editorial writing; work drove a 200% YoY increase in linked coverage in 2021.

EDUCATION

Northeastern University — *M.S. Information Design & Data Visualization*
SEPTEMBER 2022 - MAY 2023
Dean's Scholar

Wesleyan University — *B.A. Sociology & Data Analysis, Certificate in Civic Engagement*
SEPTEMBER 2016 - MAY 2020
Phi Beta Kappa 2020, Honors in Sociology

SKILLS Data Visualization, Information Design, Statistical Analysis, Text Mining, Machine Learning/Predictive Analytics, Quantitative Data Writing, Project Management, PR

SOFTWARE js (d3, p5), React, HTML/CSS, Datawrapper, R, Python, SQL

TOOLS Adobe Illustrator, InDesign, Figma, PowerPoint, Tableau, Power BI, WordPress, Ahrefs