

# YURY ULASENKA

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SENIOR BI & ANALYTICS ENGINEER | DATA MODELING, SELF-SERVICE ANALYTICS, AND METRICS

Accomplished BI & Analytics Engineer with 15+ years of success designing decision-grade dashboards, analytics data models, and self-service BI environments in regulated, fast-scaling organizations. Deep expertise in BI development, KPI and metrics design, and executive reporting with strong capability in data modeling, ETL, and analytics pipeline modernization. Known for rebuilding trust in metrics and supporting C-suite decision-making through reliable, well-governed analytics systems.

Tableau (Expert) ■ Data Analysis ■ Dashboard Design and Development ■ Data Visualization ■ KPI & Metrics ■ Data Science  
SQL / PostgreSQL (Advanced) ■ Data Modeling ■ ETL ■ Data Quality ■ Pipeline Modernization ■ Python ■ Git  
Team Leadership ■ C-suite & Executive Reporting ■ Cross-Functional Stakeholder Collaboration ■ Agile / Scrum Delivery

## PROFESSIONAL EXPERIENCE

**Independent** | San Francisco, CA

Apr 2024-Present

### Product Development & Analytics

Executes independent analytics engineering work during a focused career break, centered on designing and building an original planning application while maintaining and expanding technical depth.

- Designs the application core logic, user flows, and underlying data models to support a future product launch.
- Continues to deepen analytics skills through hands-on work in SQL, Python, and practical machine learning fundamentals.

**EPAM Systems** | USA

Oct 2010-Apr 2024

### Senior BI & Analytics Engineer, Apr 2015-Apr 2024

Contracted across U.S. enterprise organizations to design, rebuild, and scale analytics systems, data models, and self-service BI environments in regulated, fast-paced environments.

#### Selected Client Engagements:

**Apple – Cupertino, CA | Jul 2022-Nov 2023**

- Co-designed and delivered a self-service BI environment supporting 20+ iPhone hardware reliability teams and 100+ dashboards across products and time horizons, replacing fragmented pipelines with a unified, trusted analytics layer.
- Led post-migration data QA triage across 20+ teams, resolving high-impact issues that improved trust and drove adoption.
- Delivered schema and UX enhancements, significantly improving the corporate data model and internal platform.

**LogMeIn – USA (Remote) | Jul 2021-Dec 2021**

- Rebuilt and migrated legacy financial reporting pipelines into a new BI environment.
- Corrected systemic data issues, restoring confidence in core financial metrics for Finance and FP&A leadership.
- Delivered new reporting assets used in executive financial planning and review.

**Equifax – USA (Remote) | Jun 2020-Dec 2020**

- Recreated and migrated dozens of financial dashboards and data marts, adhering to strict compliance standards.
- Designed a self-service BI framework, reducing ad-hoc reporting requests by 30-40% in 2 months.

**Android Developer Challenge – USA (Remote) | Feb 2020-May 2020**

- Led design of the recommendation engine and application logic for an AI-driven recycling assistant, integrating ML outputs with human-defined decisions to deliver a production-ready concept in 4 months.
- Collected information from 150+ sources to build a 600-item decision engine mapping items to recommendations.
- Assisted ML team with supervised labeling and aligned model outputs with the recommendation engine.

**McKesson – San Francisco, CA | May 2019-Dec 2019**

- Designed a 50+ table enterprise data model, reverse-engineering undocumented legacy logic to drive modernization.
- Built a lightweight application emulator covering full UX and logic, removing a major QA/UAT bottleneck.
- Served as primary SME for legacy data and business rules, shaping requirements for the new platform.

**Facebook – Menlo Park, CA | Jan 2019-Apr 2019**

- Mentored and ramped a new 3-person Tableau team, accelerating KPI and dashboard delivery.
- Reimplemented critical Python ETL logic in SQL, speeding analytics delivery and simplifying maintenance.

**Cigna HealthSpring – Nashville, TN | Apr 2018-Dec 2018**

- Designed and implemented a BI self-service framework for a 30+ person business team.
- Identified systemic data quality issues and led data transformation, modeling, and governance, ensuring reliable analytics.

**Cigna – Windsor, CT | Mar 2017-Mar 2018**

- Contributed to a large-scale custom MDM platform supporting billions of transactions monthly.
- Led a 4-person data modeling team, reverse-engineering and redesigning an 80-100+ table legacy schema.
- Identified and resolved data modeling bottlenecks, improving cross-functional delivery.

**CoreLogic Credco – San Diego, CA | Sep 2016-Dec 2016**

- Analyzed and optimized complex credit-merge algorithms, improving accuracy, reliability, and regulatory defensibility.
- Led data quality assessments and enforced FCRA compliance across consumer credit reporting pipelines.
- Redesigned a legacy merged credit report in 3 days, meeting FCRA compliance and industry standards.

**Forrester – Boston, MA | Jan 2016-Sep 2016**

- Delivered Tableau discovery POC in 2 days, converting a planned 2-week engagement into a 9-month project.
- Key contributor to the development of a customer-facing analytics portal used by external clients.
- Applied data science methods to benchmark customers against peer cohorts, generating actionable insights for clients.

**Senior Financial Analyst, Oct 2010-Apr 2015**

Owned and scaled core financial data models, forecasting systems, and executive preparation, directly reporting to the CFO to deliver reliable, decision-grade analytics.

- Rebuilt and automated the corporate forecasting model, reducing update cycles by 8x and improving speed, consistency, and auditability of financial data.
- Acted as CFO proxy for P&L analytics across 60-80+ U.S. accounts, serving as the primary source of truth for revenue and performance questions.
- Delivered IPO-critical analytics and reporting supporting earnings calls, SEC filings, Board materials, investor communications, and audit readiness.
- Co-defined KPI logic and reporting structures for SEC disclosure with the CFO, establishing consistent, defensible metrics.
- Built dashboards and analytical tools adopted by Finance and HR, enhancing performance monitoring and reporting.

**Ernst & Young | Belarus | Auditor's Assistant****Jan 2010-Jun 2010**

Supported external audits for 2 of the largest commercial banks in Belarus, analyzing account-level data, evaluating control procedures, and improving audit efficiency through process automation.

**EDUCATION**

**Master's in Economic Analytics:** Belarusian State University, Belarus, 2011

- Relevant coursework: Statistical Analysis, Advanced Math, Databases and Programming, Econometrics, Game Theory

**Passed CFA Level 1 Exam:** CFA Institute, 2011

**CERTIFICATIONS**

**Machine Learning Specialization:** Stanford University, -In Progress

**FCRA (Fair Credit Reporting Act) Certificate Program for CRAs:** Consumer Data Industry Association

**Tableau Server 9 Qualified Associate Certificate:** Tableau

**Tableau Desktop 9 Qualified Associate Certificate:** Tableau

**Certified Microsoft Excel Expert:** Microsoft

**TECHNOLOGY**

**Data Visualization & BI Tools:** Tableau, Looker, TIBCO Spotfire, MicroStrategy, Excel, Power BI

**Programming, Analytics & Data Science:** SQL, Python, R, VBA

**Databases & Data Platforms:** MS SQL Server, Oracle SQL Developer, PostgreSQL, BigQuery, MySQL, MongoDB, Neo4j

**Collaboration & Delivery Tools:** Git, Jira, Confluence