

ROSE BARRAGAN

AI & Data Strategy Analyst | Trustworthy AI | Innovation Powered by AI | Tech Policy & Regulation

rosabarragan97@gmail.com | www.linkedin.com/in/rose-barragan | www.rosebarragan.com | www.github.com/rosebarr

SUMMARY

AI & Data Strategy Analyst with a Master's in Data Analytics & Policy from the University of Pennsylvania, with 5+ years of global experience translating data into actionable insights that drive decision-making. Proven track record designing responsible AI strategies and advising C-suite leaders across retail, education, government, and telecom. Passionate about aligning artificial intelligence advancements with ethical impact and business value.

PROFESSIONAL EXPERIENCE

Graduate Fellow – AI & Higher Ed Transforming Learning – Equal Measure & Bill & Melinda Gates Foundation |

Philadelphia, PA | Feb 2025 – Present

- Supported a strategic evaluation across [three U.S. universities with top-ranked online learning ecosystems](#), focusing on AI-driven transformation in student success across Black, Latino, Indigenous, and Low-income communities.
- Created a cross-functional [AI knowledge base featuring 100+ curated concepts](#), improving interdisciplinary collaboration and alignment across research, policy, and implementation teams.
- [Automated and categorized over 200 academic and policy resources](#) through web scraping, significantly enhancing research depth, understanding, and strategic insights of the targeted institutions.
- Conducted and analyzed [10+ in-depth interviews with C-level executives](#) (Provosts, CIOs, and Student Support leaders) to assess institutional readiness for AI integration.
- Led qualitative research using [Dedoose to extract themes and actionable insights](#), informing AI equitable frameworks and innovation strategies tailored to higher education.
- [Delivered strategic recommendations adopted by university leadership to guide AI adoption roadmaps](#), resulting in practical interventions to advance digital transformation and student success powered by Artificial Intelligence.
- Produced high-impact deliverables offering scalable, evidence-based guidance to [scale student support models across U.S. higher education institutions](#).

Associate Professor, Generative AI Program and Predictive Analytics Program– United Nations System Staff College |

Remote | Feb 2022 – Present

- [Collaborated directly with UNSSC Officials](#), including Directors and Specialists.
- Co-designed & launched an AI curriculum [for 300+ UN staff across 25 agencies, with 95% satisfaction rates](#).
- Taught machine learning, time series forecasting, and generative AI and Prompt Engineering using real UN datasets, [increasing field team data literacy by 82%](#) and data-led generated insights on the UN landscape.
- [Built 13 predictive analytics advanced modules aligned with global development goals](#) (SDGs), integrating ethical AI principles into operational models.

AI Ethics Graduate Research Fellow – SAFELab | Philadelphia, PA | Jan 2025 – May 2025

- Played a key role in the Crisis Text Line (CTL) project, conducting in-depth qualitative coding and [thematic analysis to extract patterns in 200+ digital mental health communications](#).
- Provided critical insights at each stage of the research cycle, helping surface narratives essential for inclusive AI design in mental health support.
- Collaborated with the Penn Center for Inclusive Innovation & Technology (PCIIT), contributing to [expanding the design of three entrepreneurship initiatives](#) in the UPenn ecosystem.
- Represented SAFELab at a Dialogue session hosted by Harvard's Center for Digital Thriving, contributing thought leadership on AI and youth well-being.
- [Designed Two Social Media Influencer Evaluation Surveys](#) (Pre-training survey with 20Q and Post-Training survey with 15Q) for the JoyNet App (App that Promotes Healthy Digital Habits). The surveys evaluated the impact of a digital wellness workshop for over 100 [social media influencers](#), with a focus on promoting healthy online behavior and community engagement.
- Consistently engaged with SAFELab programming, building peer and faculty rapport through weekly discussions, cross-collaborations, and lab events.

Teaching Assistant – Critical Data Studies in Algorithmic Governance – University of Pennsylvania | Philadelphia, PA | Aug 2024 – Dec 2024

- Supported delivery of an advanced graduate-level course exploring how data and algorithms are reshaping governance, equity, and democratic participation and reviewed and aligned lecture materials with course outcomes, ensuring clarity in topics such as [algorithmic bias](#), [Big Data governance](#), [machine learning applications](#) in justice and education, and digital surveillance.
- Managed the course platform (Canvas), evaluated assignments, and [provided one-on-one academic support](#), helping students apply data ethics, visualization tools, and computational methods to real-world policy issues.
- Guided student group projects that [produced public-facing research on algorithmic systems](#) in healthcare, urban governance, and criminal justice.

Artificial Intelligence Strategy Analyst – NTT DATA EMEAL | Europe, Middle East, Africa & Latin America | Aug 2020 – Aug 2023

- Led the co-development of the “AI for Retail” Booklet [in partnership with the Google Cloud Platform team](#), designing 30+ applied AI-powered use cases that enhanced personalization, logistics, and customer experience for fashion retail clients.
- Developed and implemented an [AI Maturity Assessment Tool](#), adopted by 6+ strategic clients to evaluate ethical readiness and regulatory compliance in alignment with the EU AI Act and Data Act.
- Spearheaded the design of [AI governance frameworks for 10+ enterprise-level systems](#) across finance, retail, and public sector clients, addressing algorithmic bias, transparency, and accountability.
- Advised executive teams (CIOs, CDOs, Heads of Innovation) on AI risk mitigation and compliance strategies, translating cutting-edge trends into business-aligned playbooks.
- [Delivered three comprehensive ethical AI workshops in collaboration with Fundacion SERES](#), to 100+ cross-functional leaders across EMEA, accelerating the adoption of responsible AI practices and embedding innovation culture across technical and non-technical teams.
- Synthesized market intelligence from [Gartner and competitor analytics to inform NTT’s Global AI strategy for FY21–23](#), directly shaping the firm’s positioning in the consulting landscape and [presented to the NTT global leadership team \(30+\)](#), supporting NTT DATA’s Head of IBIOL GenAI Transformation, increasing executive engagement and thought leadership.
- [Increased visibility of trustworthy AI practices by 35%](#) through the launch of a comprehensive Notoriety Plan, which included whitepapers, executive presentations, conference participation, and targeted workshop delivery.

EDUCATION

[University of Pennsylvania](#) | M.S. in Data Analytics & Policy, GPA: 4.0 | 08/2023 – 05/2025

Practical Programming for Data Science • Critical Data Studies in Algorithmic Governance • Applied Linear Modeling (R) • Community Mapping (ArcGIS) • Practical Machine Learning Methods • Research and Evaluation Design

[MIT Sloan & CSAIL](#) | Executive Program in Strategic Artificial Intelligence | 08/2020

[CUNEF](#) | Double Major in Law & Business Administration and Management (Honors) | 08/2015 – 05/2020

[UC Berkeley](#) | International Diploma Program in Business Administration | 01/2020

[Boston University](#) | Business Administration and Law | 01/2018

SKILLS

[Data & AI Tools](#) | Python, SQL, R & R Studio, Google Colab, Power BI, Tableau, RAWGraphs, ArcGIS, BigML, Dedoose, Wix Website Builder, Shopify, Google Analytics, SharePoint, Microsoft 365, Canva, Qualtrics, Adobe Acrobat Reader.

[AI & Business Strategy Skills](#) | Predictive Modeling, ML Workflows, AI Governance, AI Fairness, Digital Transformation, Strategic Roadmaps, AI Adoption Planning.

[Soft Skills](#) | Multidisciplinary Team Collaboration, Proactive Problem-Solving, Strategic Thinking, Human-Centered Design, Insightful Qualitative Research, AI Storytelling, Effective Time Management, Data-Driven Decision Making, Attention to Detail.

[Languages](#) | Spanish (native), English (C2), French (B1), Mandarin (B1), Japanese (A1).

AWARDS, CERTIFICATIONS, PORTFOLIO & MORE

[Awards](#) | Fulbright Scholarship; Women In STEM Scholarship P.E.O. International Peace Scholarship

[Certifications](#) | <https://www.rosebarragan.com/certifications> (Google Professional Career Certificates, UPenn, IMMUNE)

[Portfolio](#) | www.rosebarragan.com/portfolio

[Entrepreneurial Initiatives](#) | www.rosebarragan.com/entrepreneurial-initiatives

[GitHub](#) | <https://github.com/rosebarr?tab=repositories>

[Balance work](#) | Founder of [Reignite Running Club](#) (building a community of inspired runners); Writing my book called “*Midnight Letters*”; avid traveller.