Hafila Morais Max Morais

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EDUCATION

Master of Science in Data Analytics and Information Systems - *Texas State University, San Marcos, TX* May 2025
Courses: *Database Management, Statistics, Data Warehousing, Machine Learning, Forecasting and Simulation*
Master of Science in Chemical and Bioprocess Engineering - *Hamburg University of Technology, Hamburg, GER* Mar 2020
Bachelor of Technology in Chemical Engineering - *Anna University, Chennai, IN* May 2016

SKILLS

- **Technical Skills** - **Languages:** Python (scikit-Learn, NumPy, SciPy, Matplotlib, Pandas), R(ggplot2), SQL, C#/.NET, Spark
- **Tools:** Microsoft Excel, Tableau, Power BI, SSMS, Simio, SAP BW/4HANA, Azure Data Studio, Jira
- **Certifications**: Truist Emerging Leaders Certification**,** AWS Cloud Practitioner: Foundations Badge, R Programming, Meta Data Analytics Certificate

HONORS

- **Outstanding Graduate Student Awardee** - *MSDAIS Program at McCoy College of Business*
- **McCoy Fellowship of Distinction Awardee** - *received a $4,000 honorarium*
- **H V Vivian Memorial Scholarship and Luxton Graduate Research Fellowship** - *scholarships totaled $5,000*

EXPERIENCE

Lecturer – *Texas State University, San Marcos, TX* Aug 2025 - Present

- **Designing and teaching computer applications and AI-focused courses**, integrating emerging technologies, practical applications, and industry-relevant skills.
- **Developing** and delivering hands-on SIMnet and Canvas modules with auto-graded labs aligned to course learning outcomes.
- Applying active-learning strategies through live demos and peer activities, improving student engagement by **25%.**
- **Integrating** AI literacy and individualized support to promote ethical and effective technology use

Intern – *Optimized Gas Treating, Buda, TX* Mar 2026 – Aug 2026

- Developed **C#, VBA, and COM automation tools** for Excel and engineering simulation software
- Streamlined testing and reporting workflows, reducing testing time by **70%** and accelerating defect identification
- Collaborated with technical teams to improve **software performance, automation, and data quality**
- Designed automated **test cases** to identify defects and improve software reliability

Graduate Research Assistant – *Texas State University, San Marcos, TX* Sep 2023 - May 2025

- Analyzed key factors influencing customer purchase decisions using online retail data
- Utilized Python for automated loading processes, resulting in a **40%** improvement in data retrieval times for analytics
- Developed predictive models using machine learning algorithms, improving forecast accuracy by 15% to support decisions
- Applied **NLP (NLTK, TextBlob)** to analyze customer reviews and sentiment.

Customer Experience Analyst - *Coracle Health Insurance - Hamburg, GER* Apr 2018 - Dec 2019

- Managed and updated customer experience databases, ensuring data accuracy, and accessibility across multiple platforms.
- Collected, cleaned, and organized experience-related data from over **7,000+** clients to support trend analysis.
- Integrated tools such as VLOOKUP, pivot tables, and macros in Excel to drive insights and support strategic decision-making
- Generated customer experience insights to support data-driven business decisions

Programmer Analyst Trainee - *Cognizant Technological Solutions, Chennai, IN* Nov 2016 - Aug 2017

- Utilized **MS-SQL** for efficient data acquisition, management, validation, and maintaining data integrity
- Collaborated with **IT teams and business analysts** to develop and optimize ETL processes aligned with business requirements
- Applied **Agile and Scrum methodologies** to improve team collaboration, project transparency, and timely delivery
- Supported **client and business requirements** by identifying data issues, documenting findings, and communicating with project teams

CONFERENCE

Optimal Assortment and Free Shipping Strategies: A Comparative Analysis - *INFORMS 2024 Seattle*

- Developed an integrated assortment and shipping optimization framework to address customer sensitivity to shipping fees.
- Evaluated three free shipping strategies to determine optimal approaches for maximizing profitability.

Estimating Vehicle Flow in Parking Facilities: A Statistical Modeling Approach- *TXST STEM Conference, San Marcos*

- Developed a comprehensive understanding of vehicle traffic patterns in parking facilities by employing statistical models.
- Leveraged parametric and non-parametric statistical models to infer underlying distributions, enhancing parking facility management.