

# WILLIAM FU

Data & Analytics Engineer

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## EXPERIENCE

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### Senior Data Engineer | TELUS Digital

Jan/2025 – Current

- Developed data transformation pipelines using **Pulumi** (IaC), orchestrating **BigQuery**, **Workflows**, and **Eventarc**. Used **Jinja** templating to refactor legacy YAML into modular configs, ensuring DRY code;
- Spearheaded the creation and adoption of a comprehensive **SQL Style Guide** as part of the DE chapter, standardizing and automating development practices through **SQLFluff** to streamline code reviews;
- Restored critical alerting for internet outage pattern identification by leading the migration of legacy orphaned Domo pipelines and dashboards into a reliable replacement in **GCP**, resolving service gaps;
- Accelerated team growth by mentoring engineers across Brazil and Canada and conducting 30+ technical interviews for DE/DA roles. Validated expertise by completing the **GCP** PDE certification.

### Analytics Engineer | Toggl

Jan/2023 – May/2024

- Collaborated in Stripe migration project by rebuilding over 20 **dbt** models to consolidate legacy and new data in **BigQuery**, delivering crucial revenue related metrics;
- Reorganized scheduling dependencies of ELT pipeline (**Airbyte** + **Prefect**), reducing lead time by 40% to address problems with stale data;
- Implemented extensive **dbt** testing suite for MRR data models, building trust with stakeholders by alerting and addressing anomalies caused by corner cases and upstream quality issues;
- Supported business teams with self-service **Looker** dashboards and **Hex** notebooks, addressing recurring ad-hoc analytics needs.

### Senior Analytics Engineer | Nubank

Jul/2021 – Nov/2022

- Supported business analysts in mapping/building datasets with **Spark** and **Scala**, ensuring proper documentation and unit testing;
- Mapped existing ecosystem of collections datasets and its dependencies, leading to the deprecation of over 30 redundant/inconsistent datasets, reducing costs and load on pipeline;
- Worked on delivery of core datasets containing source of truth accounting data used in various reconciliation, collections and finance processes;
- Deployed multiple bespoke **SQL** tests to monitor and warn users of potential upstream anomalies or data quality issues in key datasets.

### Data Analyst II | Sicredi

Apr/2020 – Jul/2021

- Worked in the migration of over 20 dashboards from **Tableau** and **AWS Quicksight** to **Power BI**, revamping data modeling / business metrics, and ensuring a smoother transition between tools;
- Continuously supported the data analyst chapter with performance tuning in **SQL** queries, resulting in direct savings in AWS Athena.
- Created a **Power BI** style guide, with best practices in development & data visualization and publishing a standardized report theme (color palette, company branding, fonts);

## BI Analyst II | Portocred

Aug/2019 – Apr/2020

- Built CRM campaign performance dashboards in **Power BI**, creating cost effectiveness, conversion rate, NPS, amongst other KPIs;
- Performed and enabled deep-dive analysis over CRM campaign performance, allowing for more efficient marketing efforts. Insights contributed to a **30% increase** in click conversion rate YoY;
- Implemented and communicated various best practices regarding query performance, data types and naming schemes within team's SQL Server and SSIS packages.

## BI Analyst I | DLL Group

Jul/2017 – Aug/2019

- Main reference for **Qlik Sense** development within the company - built Brazil's KPI dashboard, which was popularized globally. Usage of advanced Set Analysis and Qlik scripting;
- Created and conducted **Qlik Sense** training sessions for internal users;
- Created a dynamic sales reporting tool to support management, with a **Power Query (M) / Power Pivot (DAX)** based data model in Excel;
- Member on the winning team of a global innovation competition. Created and presented a pitch to the company's executive board. Awarded with EUR 125k to implement the idea.

## PROJECTS

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### Battle Rap | [battlerap.app](http://battlerap.app) | [github.com/fuwilliam/battle-rap](https://github.com/fuwilliam/battle-rap)

Oct/2022

Kendrick or Cole? **Battle Rap** is a web app where users are prompted to choose between two rap artists in a head-to-head matchup.

Artists are compiled from the **Spotify API** with **Python** and loaded to **Supabase**. The matchup result data is extracted to **GCS** and loaded to **BigQuery**.

Staging and mart models are built and documented via **dbt**, then metrics are visualized in a **Power BI** dashboard. A local instance of **Airflow** orchestrates the **ELT** pipeline.

## CERTIFICATIONS

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### Professional Data Engineer

Nov/2025

Google Cloud

### DA-100 Power BI

Feb/2021

Microsoft Data Analyst Associate

### SQL Analyst Associate

Jun/2021

Databricks Academy

## EDUCATION

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### Federal University of Rio Grande do Sul

Mar/2013 – Dec/2018

Industrial Engineering (B.Sc.)

### University of Wisconsin, Madison

Aug/2014 – Aug/2015

Industrial and Systems Engineering (Exchange Student program)