# KADEN ZHU

(626) 537-7284 | 1kaden@berkeley.edu | linkedin.com/in/kadenzhu | github.com/kadenzhu

## EDUCATION

**University of California, Berkeley** — Berkeley, CA
*B.S. in Data Science; Minor in Statistics; GPA: 3.79* — *Aug. 2023 – May 2027*
Relevant Coursework: Econometrics, Data Structures, Business Communication

## EXPERIENCE

**Youphoria** — Jul. 2025 – Present
*Operations & Data Insights Manager* — *Baltimore, MD*
- Led daily operations across Tech, Product, Marketing, and Data departments; managed assignments and priorities in a fast-paced, **cross-functional environment**.
- Designed and shipped SQL/Python pipelines; applied statistical testing and A/B experiments to improve engagement metrics (+22% CTR).
- Built KPI dashboards and operational reports that improved visibility and decision-making at the leadership level.
- Directed **cross-functional teams** to execute complex projects, applying **business analysis** and **process improvement** to streamline workflows and adapt quickly to new tools.
- **Communicated** technical and strategic insights clearly to executives and teams, ensuring alignment across departments.

**Yuppy Inc** — Jun. 2019 – Present
*Founder & Lead Data Engineer* — *Berkeley, CA*
- Built and maintained high-reliability ETL systems (Airflow, PostgreSQL) with monitoring and alerting.
- Developed machine learning models (TensorFlow, scikit-learn, Transformers) for forecasting and NLP analysis, improving predictive accuracy by 30%+ and driving actionable insights.
- Exposed services through FastAPI and containerized workflows with Docker/Kubernetes, reducing release cycles by 70%.
- **Managed multiple priorities** as a team lead, ensuring complex data engineering projects were delivered under tight deadlines while balancing product and operational needs.
- Collaborated across functions to integrate business and technical perspectives into **process improvement solutions**.

**California Department of Public Health** — May 2021 – Aug. 2021
*Data Research & Outreach Analyst* — *Los Angeles, CA*
- Conducted statistical and regression analysis to evaluate outreach programs; increased campaign effectiveness by 28%.
- Designed Tableau and ArcGIS dashboards targeting underserved communities, reducing inefficiencies by 19%.
- Delivered data-driven presentations to 1,500+ students in hybrid sessions, translating complex analysis into accessible insights.
- Applied **project management** skills to coordinate outreach, analytics, and reporting; demonstrated **adaptability** in shifting COVID-era hybrid environments.
- Showcased **leadership** by aligning teams and stakeholders on data-driven strategies while maintaining clear, accessible **communication**.

## PROJECTS

**Clark County Housing Price Model** | *pandas, scikit-learn, matplotlib*
- Cleaned/engineered **100k+** records; trained regression and gradient boosting models.
- Conducted **bias testing** across ZIP codes; reduced prediction bias by **12%**; delivered clear, actionable report.

**Window Washing Operations App** | *CRUD Web App, SQL, Google Maps API*
- Developed a scheduling and routing tool for field teams; added route optimization via Maps API, cutting travel time by **25%**.
- Improved **operational effectiveness** through KPI tracking and streamlined job assignments.

**Multi-Modal Review Sentiment Dashboard** | *BERT, ResNet, PyTorch, Streamlit*
- Integrated **text + image analysis** on 50k+ reviews; reduced prediction RMSE by **15%**.
- Built an interactive **dashboard** for insights, enabling business stakeholders to drill down on sentiment and key features.

## TECHNICAL SKILLS

**Languages**: Python, SQL, Java, JavaScript, HTML/CSS
**Business Tools**: Microsoft Excel (pivot tables, lookups, statistical functions), PowerPoint, Teams
**Machine Learning**: scikit-learn, TensorFlow, PyTorch, Transformers, Time-Series Forecasting, PCA, A/B Testing, AWS, CI/CD, PostgreSQL, pandas, NumPy, Matplotlib
**Frameworks/Tools**: FastAPI, Flask, Airflow, Tableau, ArcGIS, Docker, Kubernetes, Streamlit, Git