

# Amber (Yue) Ma

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## EDUCATION

### University of Michigan - School of Information

Master of Science in Information - Data Science / Data Analytics (4.0/4.0)

Ann Arbor, MI  
Apr 2021

### University of Maryland - Robert H. Smith School of Business

Master of Science in Accounting - Big Data & Cybersecurity specialization (3.8/4.0)

College Park, MD  
Dec 2018

### Beijing University of Chemical Technology - School of Business and Management

Bachelor of Management - Accounting (3.5/4.0)

Beijing, China  
Jul 2017

## PROFESSIONAL EXPERIENCE

### SOCR Big Data & Predictive Analytics

#### Data Analyst

Ann Arbor, MI  
Jan 2020 - Present

- Contribute to the optimized data cleaning process of MIMIC-III database, a large amount of healthcare data of 43,000 critical care patients, by utilizing R/RStudio and SQL queries to predict clinical outcomes via statistical modeling tools
- Expand collection of machine learning forecasting, prediction, classification, clustering methods to expand the available Compressive Big Data Analytics (CBDA) algorithms

### Shapiro Design Lab, University of Michigan

#### Program Assistant & Data Analyst

Ann Arbor, MI  
Oct 2019 - Present

- Apply data aggregation and statistical techniques through Python, R in a citizen science project called Zooniverse
- Coordinate with Director, Technology and Production Specialist to assist in day-to-day operation and manage 20+ interns and residents, including hands-on learning modes assistance, consultation facilitation, and blog content management

### Bytedance (Tik Tok)

#### E-Commerce Channel Risk Control and Operation Intern

Beijing, China  
Jun - Aug 2019

- Manipulated data of customer complaints and auditing weekly, and visualized data by Excel VBA and PowerBI to make data-driven decision efficiently (e.g. delivered key complaint merchants and key risks per week)
- Interacted with 50+ agencies, 6 channel managers, and the product department; delivered weekly reports and monthly reports to provide recommendations and improve e-commerce platform's user experience
- Trained and facilitated 50+ candidates to become qualified risk management professionals

### Sunrise Senior Living

#### Internal Auditor Intern

McLean, VA  
May - Dec 2018

- Performed SSAE 18 SOC 1/SOX testing by conducting walkthroughs, selecting samples, performing test of design, and performing business & ITGC (IT General Control) testing on an ongoing basis (e.g. change control, user access, vendor management, security and operational procedures, Oracle PeopleSoft, etc.)
- Manipulated and analyzed data by Excel VBA, Access, and SQL queries to identify and document audit issues
- Identified, evaluated, and documented business & IT key issues and recommendations for improvement

### Robert H. Smith School of Business, University of Maryland

#### Graduate Assistant

College Park, MD  
Jan - Dec 2018

- Collected, updated, analyzed employment data of 1600 students and created data visualization utilizing Tableau
- Led a team of 10+ graduate assistants to post bi-weekly newsletter that distributed to 1600+ business school graduate students, analyzed browsing data to improve open rate from 58% to 75%

## PROJECTS

### Wine Retailing Forecast using Tableau, Python

- Collected raw data from 9 sources to transform into independent variables with the assistant from multivariate LASSO regression result, and established an interactive storyboard including 11 dashboards (Python, Tableau)
- Performed the entire evaluative process, including project scoping, business stakeholder analysis, data process modeling, solution prototyping, usability testing, and final presentation delivery.

### Trending YouTube Video using HTML/CSS, JavaScript, D3.js

- Manipulated raw data of 2019 trending YouTube video and created 3 interactive visualization charts. (Python, D3.js)
- Established a website to integrate a series of visualization with animation and interaction. (HTML/CSS)

### Domino's

- Applied contextual inquiry and consulting to solve the data collection, store and represent issue
- Conducted 6 contextual interviews and qualitative data analysis to develop an affinity wall
- Collaborated with team to deliver presentation and a report including 10 findings and 2 recommendations

## LEADERSHIP EXPERIENCE

### The Volunteer Income Tax Assistance Program, R.H. Smith School of Business

Nov 2017 - Nov 2018

#### Vice President of Finance, Quality Reviewer

- Administered VITA at R.H. Smith School Site to assist 300+ clients to prepare federal and state income tax returns
- Recruited, trained and facilitated 80+ candidates to become qualified volunteers as per IRS' requirements

### Enactus (International Nonprofit Organization)

Sep 2013 - Jul 2016

#### Project Manager, Financial Commissioner

- Established and facilitated exchanging business model with 18 farms, 5 landscape companies and 12 orchards
- Led a team of 79 and won top 10 out of 258 teams in National competition; Generated \$7700 over 6 months

## SKILLS

- Beginner: Spark, Flask, Django, Drupal, PHP, Google Analytics, Java, C++
- Intermediate: Pandas, Numpy, matplotlib, Seaborn, R, PowerBI, SPSS, HTML/CSS, JavaScript, jQuery, D3.js
- Advanced: Python, SQL, Tableau, Access, Microsoft suite