**Boya Zeng**

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**Education**

**University of Chicago** *Chicago, IL*

Master of Science in Applied Data Science September 2023 – Anticipated December 2024

**University of Wisconsin-Madison** *Madison, WI*

Bachelor of Science in Computer Science and Data Science September 2018 – May 2022

**Experience**

**Software Engineer Intern, The Trade Desk** *Shanghai, China*

September 2022 – August 2023

* Designed and implemented a web-based automation tool using **Python, HTML, and CSS**, version-controlled with **GitLab**. The application streamlined the file upload process, integrated multi-response checks, and optimized data handling, reducing manual formatting efforts by 90%.
* Engineered a responsive global mobile market share dashboard in **Power BI**. Managed vast datasets using **SQL** for querying and data-cleansing, playing a key role in securing an $88 million deal with Samsung in the US.
* Collaborated with the Client Service Team to conduct A/B testing. Utilized **Python libraries (pandas, numpy, scikit-learn)** and custom ML algorithms to process and analyze results, achieving a 20% reduction in bounce rate.
* Addressed an average of [xx] daily data inquiries using **Vertica (an advanced SQL-based analytics platform)** and improved report generation with Excel pivot tables for clearer insights.

**Data Scientist Intern, Tencent** *Shanghai, China*

June 2021 – September 2021

* Preprocessed and labeled over [xx] images using Multimodal cameras; tested Tencent's online **API** and offline **SDK**, achieving a [xx]% match rate.
* Employed **Python with TensorFlow and OpenCV** to create image classification and object detection models, leading to a [xx]% accuracy rate across [xx] different datasets.
* Conducted a thorough assessment of model metrics, enhancing precision by [xx]% and recall by [xx]%, leading to an overall model accuracy of [xx]%.
* Spearheaded the preprocessing and labeling initiatives using **Python with TensorFlow and OpenCV** for improved facial recognition model testing, resulting in a [xx]% accuracy increase in subsequent model iterations.

**Data Analytics Intern, Alibaba Group** *Hangzhou, Zhejiang*

August 2020 – October 2020

* Performed exploratory data analysis on over [xx] electronic health records (EHR) using **Python libraries (pandas, numpy, and scikit-learn)**. Utilized statistical techniques to uncover patterns, leading to a [xx]% enhancement in hospital operations and patient outcomes in Hangzhou Province.
* Implemented advanced algorithms like decision trees and logistic regression on EHR data, deriving insights that contributed to a [xx]% reduction in patient wait times and improved care quality.
* Extracted usage metrics from websites using **Python libraries (Scrapy and BeautifulSoup)**, capturing over [xxx] unique visitors and [xxx] page views. Conducted in-depth user behavior analysis, influencing product features, and resulting in a [xx]% increase in user retention.
* Employed **MySQL, Python, and Excel** to retrieve and aggregate over [xxx] data points monthly, producing and distributing reports that guided decisions and cut down data retrieval time by [xxx]%.

**Projects**

**Next.js E-commerce Store**

* Utilized **Next.js** for server-side rendering, ensuring fast page loads and enhancing SEO capabilities for the e-commerce platform.
* Developed a comprehensive e-commerce platform using **React and Next.js** for dynamic product listings, item filtering, shopping cart management, user authentication, and integrated Stripe via Stripe.js for secure payment processing.
* Employed modern web development techniques, including responsive design for mobile and desktop views, **API** route handling, and potential integrations with headless CMS or other backend services for dynamic content management.

**NodeJS Realtime Chat**

* Crafted a responsive and dynamic frontend for the chat application using **React.js**, ensuring a stellar user experience across devices.
* Engineered a real-time chat backend using **Node.js**, enabling users to exchange messages instantaneously and promoting smooth communication.
* Integrated ChatEngine.io's comprehensive chat tools, initiating a dedicated project to manage users and facilitate real-time interactions through the platform's **APIs**.

**Skills**

Programming Languages: Java, C/C++, Python, R, and SQL

Tech Stacks: JavaScript, HTML, CSS, React, VBA, Tableau, Power BI, Apache Spark, and Git.