YI-CHEN, LIN (Cinny)

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EDUCATION

New York University **Shanghai, China, London, U.K, Abu Dhabi, U.A.E, and New York, U.S.A**
- Data Science, Artificial Intelligence concentration (GPA: 3.706/4) *Expected Graduation Year: 2022*
- Dean's List for Academic Year 2019, Man Shi Global Future Scholars 2018-2020, NYU Alumni Mentorship Program 2019-2020
- Coursework: Machine Learning, Information Visualization, Data Structures, Algorithms, Linear Algebra, Statistics, Econometrics

DATA ANALYSIS & VISUALIZATION EXPERIENCES

Wave Learning Festival **WaveLF.org**
Data Team Lead for Growth team *August 2020 – Present*
- Working with regional outreach leads to create data visualizations for different areas that inform marketing decisions into more under-privileged areas by web scraping public data and automating emailing to increase mass marketing efficiency

Data Team Volunteer for Automating Logistics team *June 2020 – August 2020*
- Created algorithms to automate internal processes such as determining acceptances and waitlists, and refined the course enrollment system by adding an age restriction filter to separate elementary schoolers from college students, using MATLAB
- Automated the process of visualizing age distribution in each class for teachers to better understand their students, using Python
- Optimized courses scheduling to find the best time slot for 100+ courses based on teachers' availability and least conflicts and automatically adding the optimized results to Google Calendar, using Python mlrose and GoogleAPI

Data Team Volunteer for Marketing & Expansion team *June 2020 – August 2020*
- Performed data analysis on past registrations to create summaries on retention between sessions, using Python
- Visualized geographic representation of students registrations in the U.S. and in the world ,using Python bokeh and R shiny

On Century Avenue Student Publication **OnCenturyAvenue.org**
News Writer / Data Scientist *July 2020 – Present*
- Covered news regarding EU leaders reaching consensus on COVID-19 recovery fund and analyzed what seemed to be a negotiation about money is actually closed linked to political values
- Co-wrote a news piece pertaining COVID-19 updates around the world, comparing countries' confirmed and active cases with visualizations annotating the dates in which each government imposed and eased lockdown dates
- Co-wrote an analysis detailing the political future of Lebanon after the Beirut blast, with one plot putting into context the scale of the explosion, and another graph showing how the country's religious distribution today is no longer reflected on its politics
- Co-wrote an analysis regarding the impact of COVID-19 on low-income communities, divided into three sections detailing how the pandemic affected education, informal economies, and supply chains, with plots showing levels of school closures around the world, percentage of informal economies in different level income countries, and changes in unemployment rates, remittance, and consumer prices in different regions

Web Developer *July 2020 – Present*
- Working on refining the current website (hosted on WordPress) by adding multilingual pages and co-author features

PRODUCT MANAGEMENT EXPERIENCE

OrCam Technologies   **Jerusalem, Israel**
Product Management Intern   *June 2019 – Aug 2019*
- Supported the launch of OrCam MyEye 2 in Taiwan on July 24th and received a significant media exposure of 233 appearances in various media outlets including television broadcast, print newspapers and online media
- Pitched OrCam MyEye to delegations such as Peking University MBA Executives and Members of Taiwanese Legislative Yuan
- Discussed with R&D team on improving Chinese Optical Character Recognition (OCR) to produce less input for higher efficiency
- Built comprehensive distributors and insurance companies lists for Taiwanese markets for Asia Director of Business Development
- Modelled for Taiwanese advertisements, including photoshoots and video campaigns, working with Creative Marketing Director
- Wrote multiple press releases and blog posts in both English and Chinese for the Taiwanese newspaper and social media platforms

Block Aero   **Shanghai, China**
Product and Business Development Intern   *Nov 2018 – Dec 2018*
- Trained datasets with neural networks to digitize aircraft records and reported tasks to Chief Technical Officer
- Planned projects and built a library of content for marketing campaigns and competitors research for VP Strategy

CONSULTING EXPERIENCES

TAMID Group   **Shanghai, China**
Vice-President and Director of Education   *Sep 2019 – May 2020*
- Oversaw weekly sessions on teaching members about investing, consulting, entrepreneurship, and networking
- Discussed with student leaders from universities across the U.S, Canada, and Israel at TAMIDcon '19 "Leading with Excellence" conference on ways to create engaging educational materials for students and to work on hands-on projects while learning
- Secured 7 fully-funded summer fellowship opportunities for students to intern at Israeli companies and expand their knowledge on Israeli startup ecosystem

Project Manager   *Jan 2019 – May 2019*
- Represented to compete for consulting project on how Golan Heights Winery can effectively enter the Chinese market with 50+ U.S. colleges

Business Consultant   *Sep 2018 – Dec 2018*
- Consulted for GDPR Edge (now Truyo) to understand how Chinese eCommerce companies can comply with the GDPR law

Impact Consulting Group   **Shanghai, China**
Business Consultant   *Sep 2018 – May 2019*
- Consulted for Buy42 to provide research guidelines and expand their online market to Chinese local universities
- Collaborated with upperclassmen and alumni to guide students to understand the consulting job

Le Wagon & 31 Ten   **Shanghai, China**
Research Assistant   *Oct 2018 – April 2019*
- Gathered data to evaluate the market potential of Chinese mobile game markets
- Co-wrote a whitepaper detailing the business and technical building of Chinese mobile games markets and its application in WeChat mini-programs

Sirikos Advisory   **Shanghai, China**
Business Consultant   *Feb 2019 – March 2019*
- Consulted for projects across industries and countries such as energy, real estate, M&A in China, U.A.E., U.S., etc.
- Helped plan and design business processes and made professional recommendations for improvement

- Performed research and analysis in support of operations and assisted estimate costs and benefits of multiple actions

RESEARCH EXPERIENCES

NYU VIP: Digital Humanities Research Lab   **HistoryBeyond.com**
Research Assistant   *June 2020 – Present*
- Performed data cleaning for business directories in Manhattan during early 1800s to early 1900s using gender and nationality API and cross-checked with datasets scraped from IPUMS USA and Ancestry.com using Python
- Mapped restaurant data of 9 ethnic groups (Chinese, French, German, Irish, Italian, Jewish, Polish, Russian, Spanish) in three time periods (1898 ,1913, 2020) using Python and compared racial distribution patterns of New York using R tidycensus
- Visualizing ethnic and gender clusters of restaurants on migrant patterns and trends of gender empowerment using JavaScript d3

International Society of Transport Aircraft Trading (ISTAT)   **Shanghai, China**
Research Assistant   *Dec 2018 – Jan 2019*
- Researched for global and regional leasing and securitization in aircraft markets
- Contributed to editorial discussions on aircraft leasing financial modelling educational presentations for college masters program

PERSONAL PROJECTS

@coronavirus_country   **Instagram**
Founder / Writer   *March 2020 – Present*
- Writes every day on how one country's people and government are acting against coronavirus in alphabetical order
- Created visualized data using R and Python with project featured on school's article
- Building a web app using Python Django REST framework to better visualize my daily posts and covid-19 patterns in each country

"Time is Money"   **Online Course**
Founder / Instructor   *July 2020 – Present*
- Taught 150+ students time management by connecting important concepts from personal finance, psychology, and data science (Course Description)
- Received a 4.4/5 overall course rating, with 5/5 rating that they learned something from the course and 4.8/5 that the teacher is knowledgeable of the course subject

AWARDS & ACCOMPLISHMENTS

Sustainable Sustainability Startathon   **Shanghai, China**
Lead Project Manager / Presenter   *Nov 2018*
- *First Place,* Invented an electric skateboard, integrating RenewMaterial's strawboard and portable rechargeable battery

Society Outreach Significance Social Entrepreneurship Ideathon   **Shanghai, China**
Lead Project Manager / Presenter   *Oct 2018*
- *Second Runner-Up,* Proposed a feasible and profitable business model for social enterprises to solve Zero Hunger

SKILLS & INTERESTS

Languages: Native in Chinese, Fluent in English (IELTS: 7.5/9), Limited Working Proficiency in German (CEFR B2)
Programming Languages: proficient in Python; familiar with R, MATLAB, SQL, HTML & CSS; learning d3.js
Interest-Related Coursework: Psychology, US-China Relations, Contemporary Dance, Piano for Beginner