

# CHEN, SIYU(Sylvia)

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## EDUCATION

### New York University

*Bachelor of Arts in Computer Science, Minor in Business Studies & Math*

**New York City, NY**

*Expected 2022*

**GPA:** 3.71 , **Major GPA:** 3.88

- **Awards:** Dean's List 2020-2021
- **Major Courses:** Discrete Mathematics, Data Structures, Computer Systems Organization, Basic Algorithms, Applied Internet Technology, Software Engineering, Data Management and Analysis
- **Minor Courses:** Info Technology in Business & Society, Statistics for Business Control and Regression Models, Advanced Mathematics, Financial Accounting

## WORK EXPERIENCE

### L'Oréal – North Asia & SAPMENA

*Zone IT – Enterprise Architect & Integration Intern*

**Shanghai, China**

*June 2021 – Aug 2021*

- Engaged in application portfolio management (APM), focusing on finance & supply chain (SAP Move-2-Cloud project) with two deliverables used for communication among directors
- Worked in a team of three to conduct application scoring and analysis of 106 apps and prepared rationalization roadmap planning for 56 apps
- Co-worked with representatives from 12 domains to optimize APM inventory update process and improved data quality by 15%; established APM inventory-update best practices used by the whole department
- Utilized Power BI to visualize APM data and update the inventory dashboard weekly

### Boston Scientific

*Digital Solution Intern*

**Shanghai, China**

*May 2021 – June 2021*

- Participated in the omni-channel project to create a digitalized platform to facilitate sales, boost net-working with hospitals and doctors, and improve sales data analysis.
- Communicated with vendors including Deloitte, Accenture, IQVIA about machine learning models for sales data analysis and prediction such as XGBoost and LightGBM.
- Operated an official WeChat account and a WeChat mini-program targeting medical professionals, retained 23k existing users including 12k doctors.
- Analyzed 23k user information, built customer persona, and developed a collaborative filtering in Python to recommend academic resources to users.
- Proposed content marketing strategies, and mapped customer journey and spot expansion opportunities.

### Cachet Pharmaceutical Co., Ltd.

*Product Management Intern*

**Shanghai, China**

*Feb 2021 – April 2021*

- Managed key product development milestones from conception, development through to launch.
- Identified product gaps, assessed and analyzed market and customer demands, prioritized requirements for translation into product specifications.
- Promoted efficient communications between the development side and client-side.
- Designed and organized 5 training programs for salespeople and software engineers and improved the work evaluation process by 15-20%.

## PROJECT EXPERIENCE

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### Spotify Music Sharing Platform

*Oct 2021 – Dec 2021*

- Developed a full-stack music sharing platform application for users to share, search, and comment on Spotify playlists.
- Collaborated in 5-person team for sprint planning, user design, software development and deployment.
- Designed the UI for user authentication, home page, user profile and music sharing forum, implemented the frontend using HTML, CSS and ReactJS.
- Established the backend system using ExpressJS and NodeJS, integrated the backend system with frontend interfaces and MongoDB.
- Utilized Travis CI as CI workflow and deployed the product to Digital Ocean Droplet.

### COVID-19 Data Analysis

*Sept 2021 – Oct 2021*

- Analyzed new COVID-19 cases data in Python with NumPy to compare horizontal differentiation and predict trends among states in the US.
- Visualized analysis results using Matplotlib and wrote a technical report.

## EXTRACURRICULAR ACTIVITIES

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### Data Science Club @ NYU

**New York, NY**

*Peer Mentor in Data Science Mentorship Program*

*Oct 2021 – Present*

- Mentor two students for over three months to learn foundational data science knowledge and held weekly mentoring sections to teach them data analysis in Python using NumPy and pandas.
- Attend data science related lectures and events such as hackathons, datathons, and Kaggle competitions.

## SKILLS & OTHERS

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**Programming Languages:** Python, Java, C, CSS, HTML, JavaScript

**Data Science:** NumPy, SciPy, pandas, Matplotlib, Seaborn, MySQL, Postgresql, Neo4j

**Software Engineering:** NodeJS, ReactJS, ExpressJS, MongoDB, Bootstrap, JSON, Git, PowerBI, Minitab