

Chenxin Yang

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Education:

Northwestern University –Evanston, IL

Expected Dec 2022

Master of Science in Analytics

- **Expected Courses:** Analytics Value Chain (ML pipeline, model serving, software testing, A/B testing), Databases & Information Retrieval, Big Data (Hadoop & Spark), Data Management, Data Visualization, Deep Learning, Predictive Analysis

University of California, Los Angeles –Los Angeles, CA

June 2021

Double Majors: Mathematics of Computation | Statistics

Cumulative GPA: 3.82/4.00

- **Related Courses:** Data Structures & Algorithm, Data Mining & Machine Learning, Experiment Design, Statistical Inference, Statistical Consulting, Numeric Analysis, Real Analysis, Probability Theory, Optimization, Modelling, Linear Algebra
- **Programing skills:** Python (e.g. Pandas, Matplotlib, Seaborn, Scikit-learn, TensorFlow, NLTK), R, SQL, MATLAB, C++, Java

Professional Experience:

Synchrony

Oct 2021 – Present

Data Science Consultant

- Tested differential privacy & applied selected methodologies to perform data transformations on Synchrony's datasets
- Tested out Facebook's Robyn package and alternative statistical models for marketing mix modeling to measure markets' effects
- Designed & tested metrics to determine media with the greatest influence; provided directional marketing allocation suggestions

Alibaba Group, Location Based Services

June 2021 – Aug 2021

Data Science Intern

- Built China's entire land parcels, offering meaningful insights and saving total cost for a business by 20% indirectly
- Organized and analyzed China's complex location & human information using SQL; explored & visualized the features in Python
- Applied image segmentation methods to perform land partitions given road & human patterns on over 1 million geohash6 data
- Performed Deep Learning on imbalanced AOI (Area of Interest) data to classify all geohash8; clustered geohash8 by DBSCAN

UCLA Department of Mathematics

June 2020 – Aug 2020

Research Intern (With publication & presentation in IEEE Big Data 2020)

- Performed multi-label sentiment analysis on text data with CNN, BERT, and other ML methods; evaluated by cross-validation
- Analyzed the gang embeddedness of Participants from their responses; visualized their gang involvement through time by Python
- Applied TF-IDF with PCA and K-means to classify unstructured survey text data; visualized categories with TSNE

UCLA B. John Garrick Institute for the Risk Sciences

Sep 2019 – March 2020

Back-end Web Developer

- Employed Django to develop data quantification feature for k/n gate in the fault tree analysis web application
- Reorganized and tested the back-end database for Hybrid Causal Logic Analyzer software, improving processing time by 15%

Selected Research & Projects:

COVID-19 News Analysis

May 2020

- Implemented Quantitative Analysis on dynamic trend and composition of themes in COVID-19 news from GDELT Library
- Employed Sentimentr package in R to analyze the change in sentiment score by time and verified the difference using ANOVA

"Safe-Route Map" Mobile App Development (LA Hacks Honorable Mention)

March 2019

- Analyzed historical crime data of streets in LA with Python, then designed and optimized metrics to quantify the crime factors
- Developed a navigation app with Google maps API to generate possible routes with safety evaluations and safer alternatives

Leadership Experience:

UCLA Symphony, Principal Clarinet

Sep 2017 – March 2020

- Directed and participated the weekly 3-hour rehearsal and performed a final concert at the end of each quarter

UCLA CSSA Department of Marketing and Publicity, Minister

Sep 2018 – June 2019

- Organized the promotion of events including Chinese Spring Festival, Sports meeting, and other activities