

ZHUOQUAN CHEN

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WORK EXPERIENCE

FREELANCE GRAPHIC DESIGNER / ART DIRECTOR / DESIGN DIRECTOR

03 / 2004 – current

New York, NY / Guangzhou, China

- Oversaw the daily graphic design content from concept to the finished project, layout & production materials as well.
- Designed, served & developed brands for 100+ companies, including Fortune 500 companies.
- Collaborate with marketing teams to translate campaign objectives into compelling visual designs.
- Collaborated with a team of 20+ professionals & gained a 100% success rate on all projects and deliverables.
- Stay up-to-date with emerging graphic design trends and formats in the industry to drive innovation and maintain a competitive edge.
- Responsible for 30+ different districts of Guangzhou Power Supply Bureau VI design renovation project, 2008.
- Won the design bid for the first multi-function exhibition hall project of the Power Supply Bureau, 2011, China.
- Won the design bid for the office material decoration design for the P&G South China Head office, 2013, China.
- Won the design bid for the P&G Annual Convention of 2014, Guangzhou, China.

DATA ANALYTICS ENGINEER

02 / 2021 – 06 / 2023

MetTel, New York, NY

- Utilized SQL to analyze and optimize datasets, removing wireless data overage for customers.
- Conducted data validation for answering data-related queries.
- Modified the codes on html/css for UI/UX to maintain the MetTel's official website.
- Worked with Python libraries (Numpy, Pandas, Matplotlib, Seaborn) to clean, manipulate, and visualize data for business intelligence purposes.
- Designed and implemented data modeling and data pipelines using Python, SQL, and Apache Spark, reducing workload and data processing time by approximately 25% for the Business Intelligence team.
- Applied web scraping techniques using Python (BeautifulSoup & Selenium) to collect data for quoting purposes.
- Collaborated with cross-functional teams to define data requirements and support data-driven decision-making across the organization.
- Architected and implemented a data lake using AWS S3, Redshift, Glue, and Athena, enabling seamless data access and analysis for the data science team.

DATA ANALYST

08 / 2019 – 01 / 2021

Financial Aid Office of BMCC, New York, NY

- Collected source data including extracting, integrating & organizing data from disparate sources, provided data support to other departments in a consumable format.
- Managed student data explorations and cleaning process in Python, transformed raw data into consumable, quality information that's ready for analytics.

- Analyzed students' historical application data to gain insights for relevant departments making decisions.
- Managed school database in terms of data entry modernization & management, including accessing student data in a consumable format when financial counselors required them for services.
- Assisted with data integrity & verification process of students' application data.

EDUCATION

BROOKLYN COLLEGE

08 / 2016 – 06 / 2020

- *Bachelor of Science in Computer Science*
- *CUNY Research Scholarship Program Scholarship*

PROFESSIONAL SKILLS

- Graphic Design Software: Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Project Management
- User Interface (UI) and User Experience (UX) Design
- Brand Identity and Design Guidelines
- Data-Driven Design
- Programming: Python, SQL, Java, HTML/CSS
- Data Technologies: Spark, AWS Glue, AWS Redshift, GCP
- Machine Learning: Scikit-learn (classification, regression, clustering)
- Natural Language Processing: NLTK