Aaron Ma

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EDUCATION

University of British Columbia Vancouver, BC
*Bachelor of Computer Science (**BCS**)* *Sep 2024 – May 2027*
***BA** in Psychology, Minor in Commerce* with *Distinction* *May 2022*

SKILLS

Languages: HTML | CSS | JavaScript | TypeScript | Python | Java | C++ | R | SQL
Tools & Frameworks: pandas | numPy | React | Express | Oracle | MongoDB | Flask | scikit-learn | pytest | JUnit | matplotlib | recharts | plotly | SAP Analytics Cloud | mocha | chai | Tailwind

WORK EXPERIENCE

SAP Vancouver, BC
iXp Customer Success Marketing & Communications Specialist *Dec 2022 – Aug 2023*

- Used **Python** libraries **pandas** & **numPy** to automate 3 unique customer success (CS) events' data cleansing & manipulation workflows, increasing efficiencies by on average 98%
- Spearheaded a CS data dashboard for 6 products for 50+ internal pre/post sales teams with **SAP Analytics Cloud**
- Decreased time lag of CS event data availability to internal teams by 50% through **workflow automation**
- Utilized **Python** library **pytest** to write unit tests for data validation reflecting full code coverage with documentation for technical & non-technical users
- Crafted impact analysis decks for 5 CS events using Excel, **Tableau** and **Python**, analyzing redundancies & alignment with business objectives

UBC Institute for Resources, Environment and Sustainability Vancouver, BC
Communications and Administrative Assistant *January 2022 – September 2022*

- Removed outage by creating transitionary webpage with **HTML** & **CSS** replacing deprecated software

PROJECTS

Netflix Wrapped – *Personal* *Sep 2024 – Present | Repository*

- Created full-stack web app with frontend **React**, **axios** requests to send/receive Netflix activity and visualize **Python** wrangled data viewing patterns with **recharts**
- Used **Python** to implement **Flask API** for file uploads, sessional data transfer for graphs, and user information
- Utilized **Python** libraries **pandas** & **numPy,** to clean, manipulate and visualize user Netflix viewing activity data
- Used **Kaggle Netflix Dataset** for data validation, enrichment for media type, rating, and genre analysis
- Executed nltk **token analysis matching** for **data validation** between different database sources for future enrichment
- Performed **data visualization** with **recharts** & **plotly:** Watch time patterns for media types, titles, ratings, duration

Calm Corners – *BCS Hacks 2025 (Hackathon)* *29-30 March, 2025 | Repository | Devpost*

- Developed a crowdsourced, real-time noise-level tracker web app for study spots using the **MERN** stack (**MongoDB**, **Express**, **React**, **Node)** with **Typescript**
- Integrated **Google Maps API** to fetch and display study locations (e.g., libraries, cafes) with interactive, color-coded noise level markers
- Designed and implemented **MongoDB schemas** to store Google Maps landmark data and user-submitted noise reviews
- Built **RESTful API** endpoints with Express to handle **axios** requests between **React** frontend and **MongoDB**
- Created a responsive, mobile-friendly frontend in **React**, styled with **Tailwind CSS**, featuring dynamic noise review displays and real-time updates

Welldo – *Academic* *Oct 2024 – Nov 2024 | Repository*

- A mental health activity app that recommends pre-set and personalized activities that correspond to different moods
- Designed and implemented an **ER diagram** to establish the relational database schema using **Oracle**
- Wrote **SQL** queries (aggregations, divison.etc) to retrieve insights, and generate test data
- Created a backend **API** using **Express** to handle database queries & dynamic data and integrate with the frontend
- Built a responsive frontend with **React**, including user authentication and dynamic display of query results
- Collaborated using **Git** for version control, resolving merge conflicts and managing pull requests collaboratively