

# ANGELA LUO

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## EDUCATION

### University of California, Los Angeles (UCLA)

*B.S. Statistics and Data Science, Minor in Data Science Engineering*

Sep 2023 – Jun 2027

(GPA: 3.96/4.0)

- **Relevant Coursework:** Data Science for Social Good, Statistical Consulting, Statistical Models and Data Mining

## WORK EXPERIENCE

### Southern California Edison (SCE)

*Data Science Intern*

Los Angeles, CA

Jun 2025 - Present

- Built a time-series forecasting model in 6 weeks to predict hourly electricity load across 1.3M distribution structures, equipping 14,000+ employees with a reliable tool for accurate planning of infrastructure upgrades and projects.
- Developed an interactive data validation tool that enabled 150+ engineering teams to ensure high-quality data across 4,447 circuits, streamlining the resource planning and repair process from 7 months to 3 hours in a 12-week project.
- Created a chatbot assistant that enabled 5M+ users to seamlessly navigate a web application and access features through simple prompts, resulting in a 36% increase in business planning rates and an 18% boost in customer usage.

### UCLA Transportation

*CRM Agent Analyst*

Los Angeles, CA

May 2024 - Jun 2025

- Restructured the student parking request process, implementing automation tools that increased response times by 26% and enhanced operational efficiency, enabling each agent to review 450 additional requests quarterly.
- Categorized 3,000+ emails and strategically optimized the recommended knowledge base articles in Salesforce to assist agents in handling cases, improving response times by 37%, and boosting customer satisfaction by 42%.
- Analyzed daily purchases in parking locations to efficiently allocate sufficient permits across 50+ parking structures, effectively optimizing space utilization and successfully preventing overflow traffic in parking structures.

### CM Autohaus

*Social Media Manager*

Fremont, CA

Mar 2023 - Jun 2023

- Engineered and optimized a social media analytics pipeline that drove 60K+ interactions across new and returning audiences through trend analysis and A/B-tested scheduling, increasing visibility by 59% and engagement by 29%.
- Designed and executed a content performance framework that increased view count by 23× within 3 months through data-driven media composition; achieved an average watch-through rate of 62% and click-through rate of 83%.
- Implemented a growth tracking dashboard to monitor user acquisition, revealing a 35% follower increase and 2K+ new users across platforms from optimizing post cadence, SEO-driven captions, and audience segmentation models.

## PROJECTS

### Penny | SARIMA, XGBoost, Pandas, PyTorch, LSTM

*Data Engineer & Project Developer*

Remote

Sep 2025 - Present

- Developed an application to teach users about stocks, portfolios, and trading with virtual money, integrating stock price prediction features powered by time-series models trained and fine-tuned over 4 weeks for improved accuracy.
- Implemented a website scraper to collect real-time finance news and performed sentiment analysis, delivering actionable updates on trending stocks that improved user engagement and informed investment decisions.
- Designed and implemented a scalable data pipeline to aggregate and process large-scale financial datasets, optimizing algorithms and workflows to cut prediction latency by 47% and enhance application performance.

### Tr(AI)vel | Pandas, HuggingFace, Streamlit, BERT

*Data Scientist*

Los Angeles, CA

Jan 2025 - Jun 2025

- Developed a travel planning chatbot using natural language understanding, LangChain, and Hugging Face models to deliver real-time hotel budgeting, flight availability, and recommendations, improving planning efficiency by 14%.
- Implemented backend functionality using LangChain, Hugging Face models, and the Amadeus API, enabling real-time data access and enhancing the chatbot's ability to deliver accurate, context-aware responses for users.
- Troubleshooted and resolved complex integration issues with the hotel API, including authentication errors and inconsistent data retrieval, ensuring stable functionality, improved data accuracy, and a smooth user experience.

## SKILLS

- **Languages:** SQL, Python, R/RStudio, C++, JavaScript, HTML/CSS, MATLAB
- **Technical Skills:** Tableau, Salesforce, Microsoft Office, Adobe Creative Cloud, Google Workspace, Figma, Notion
- **Developer Tools:** Git, Visual Studio Code, Project Jupyter, Xcode, Google Colab, Snowflake
- **Libraries:** PyTorch, NumPy, Pandas, Matplotlib, Scikit-learn, React, Node.js