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# Anhad Arora

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## EDUCATION

**New York University,** College of Arts and Science                                                  *May 2017*
Bachelor of Arts in **Computer Science** and **Psychology**
　　　*Relevant coursework:*　Social Networking,　Linear Algebra,　Large Scale Web Services,　Intro to Robotics
　　　　　　　　　　　　　　Scientific Programming for Behavioral Sciences,　Inferential Statistics,　NLP

**New York University in London**                                                  *August 2015 – December 2015*
　　　*Relevant coursework:*　Social Psychology,　Abnormal Psychology,　Intro to Marketing

## SELECTED PROJECTS

**Who Legitimized a Trump Presidency?**                                                  *May 2016 – December 2016*
- Designed a study to explore the media's role in legitimizing Donald Trump's presidential bid on assumption that news articles have an overall *positive sentiment*, thereby adding momentum to his campaign
- Conducted sentiment analysis using VADER on a corpus of 1749 Wall Street Journal articles scraped via the Beautiful Soup library in Python with the results visualized in Tableau
- A *favorable outcome* was obtained – the media *was* a contributing factor in Trump's political victory
- Research paper completed as part of the *Natural Language Processing* (NLP) course at NYU

**Boston Housing Prices:** *Udacity.com*                                                  *August 2016*
- Supervised learning project using decision tree regression to predict Boston housing prices.

**At-Risk Student Intervention System:** *Udacity.com*                                                  *July 2016*
- Supervised classification project applying random forests, logistic regression, and a support vector classifier to locate at-risk students in need of intervention from their school system.

**Customer Segmentation:** *Udacity.com*                                                  *June 2016*
- Unsupervised learning project using principal component analysis and k-means clustering to create customer segments for A/B testing.
- Projects completed as part of *Udacity.com's Machine Learning Engineer Nanodegree*

*All projects on https://github.com/anhadarora/Udacity_MLND*

**Profile Picture Flag Filter:** *NYU*                                                  *September 2015 – December 2015*
- Developed a MATLAB based GUI that superimposed a user chosen flag on their Facebook profile picture.
- Conceptualized after the backlash on social media against Facebook's selected offering of the French flag for solidarity, and not of Lebanon, Syria, or Iraq

## PROFESSIONAL EXPERIENCE

**Office of Global Programs, NYU:** *Global Ambassador*                                                  *January 2015 – March 2016*
- Served as a liaison between the Office of Global Programs and prospective study abroad students
- Advised 150+ NYU students in the form of group talks & peer-to-peer advising workshops

**BleedBollywood.com:** *Co-Founder*                                                  *June 2014 – September 2015*
- Designed graphics, shot and edited weekly videos exploring *Bollywood films as contemporary literature*
- Incorporated insights from Google Analytics to drive brand awareness and engagement on social media leading to over 20,000 followers on Facebook

**Cheena's Esthetic:** *Executive Intern*                                                  *June 2015 – August 2015*
- Interfaced with clients over the phone or in person, and assisted with sales at a women's clothing boutique
- Coordinated inventory & resource management; maintained client database in Excel
- Designed marketing materials and photographed products for upcoming exhibition

## TECHNICAL SKILLS

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|---|---|
| **Coding** | Python: NumPy, Scikit-Learn, Pandas  |  Swift | MATLAB | JavaScript, jQuery | HTML, CSS | |
| **Other Tools** | Adobe Photoshop | Adobe XD | Adobe Premiere Pro | Final Cut Pro X | Dreamweaver | SPSS | Google Analytics | Qualtrics | Amazon Web Services | SketchUp | MS Office | iWork Suite | |