CHLOE HOM

Portfolio Website: cahom.github.io
Github: github.com/cahom
Network: tinyurl.com/chloehom
cahom@berkeley.edu ♦ (415) 832-0896 ♦ San Francisco, CA

EDUCATION | UNIVERSITY OF CALIFORNIA, BERKELEY | Aug 2016 - Dec 2020

B.A Data Science, Computer Science - Concentration in Business and Industrial Analytics

Relevant Coursework | Machine Learning, Database Systems, Artificial Intelligence, Internet Architecture, Data Structures, Web Development, User Interface Design, Marketing, Data Mining and Analytics, Statistical Probability, Data Science, Business Analytics, Operations and Information Technology Management.

SKILLS

Programming | Python, Java, HTML, CSS, Javascript, SQL, R, Git, Unix, Linux

Technologies | Windows, Mac, Excel, PowerPoint, Word, Tensorflow, Pytorch, Pandas, Jupyter

EXPERIENCE

BERKELEY INSTITUTE FOR DATA SCIENCE (BIDS) | Data Researcher | Sept 2019 - May 2020

- Reinforced insights into both qualitative and quantitative data for quoted sources and language reasoning of Public Editor.
- Re-engineered data extraction, cleaning, analysis, and presentation for medium to large computational text analysis datasets.

CISCO | Intern | Mar 2018

- Interfaced with Network Engineers from the Development Engineering and Automation Testing team.
- Acquired basics of automation in TCL, pyATS, and the modern network process run on Cisco's testbed hardware and platforms.

BOX | Intern | Jan 2018

- Toggled with Software Engineering, Marketing, Platform Design in their new cloud content team to launch new product features for their internal team.
- Interfaced with beta testing user groups in order to gather user feedback before launching.

FEMTECH | Developer | Aug 2016 - Dec 2016

- Developed an understanding of User Interfaces/Experiences by integrating HTML and CSS for web development and applications.

ACTIVITIES

DATA SCIENCE SOCIETY@BERKELEY | Project Researcher | Aug 2018 - Dec 2018

- Researched trends on Crowdfunding/Kickstarter and defined success metrics of release date/season, marketing, audience, product, and vision.
- Applied Python, Pandas, and Jupyter notebook to display data visualizations (Matplotlib, Pyplot, ggplot2).

VIRTUAL REALITY@BERKELEY | Outreach | Jan 2018 - Aug 2018

- Executed virtual reality events and technical learning solutions for the Berkeley community hands-on.
- Partnered with augmented reality engineers to develop user scenarios and feature planning requirements.

CSA | External Vice President | Aug 2018 - May 2020

- Lead Outreach/Publicity and Design teams to ship quality merchandise products and flyers.
- Ran Instagram and Facebook social platforms to endorse campus events for triple retention and loyalty growth.
- Developed digital marketing and graphic designs for Facebook designed with Adobe Creative Cloud.

PROJECTS

DOORDASH DELIVERY RECOMMENDATION

- Established dasher recommendations on predicting and improving delivery time using data analysis and feature engineering.
- Constructed product life cycle of a delivery order to create strong predictive features and better A/B training/test sets (Python, SQL).

AIRBNB HOST PRICING MODEL

- Projected NYC rental prices and optimization pricing strategy for Airbnb Hosts categorized by private/shared room, entire home/apartment using Pandas, R, and Python.
- Approached through data cleaning, data analysis, decision tree classification, neural networks (MLP classifier, Keras)

NETFLIX BUSINESS MODEL

- Identified key partners(film, media, ISPs), activities(licensing, marketing, production), value propositions (content streaming)
- Acquired customer segments and relationships(DTC) to conclude cost structure (subscription fees, platform development, licensing)

PAPERLESS SCRIPT FORM GENERATOR

- Built a customizable, digital document generator to manage mass letters, messages, and records.
- Identified users (students and professionals) and established user case leading up to the product development
- Prioritized cases based on customer benefit and product/usage complexity to recap on solution tradeoffs.

MACHINE LEARNING CLASSIFICATION

- Implemented neural nets for regression, written digital classification, language identification using Python, PyTorch, Tensorflow