

Caroline J. Chen

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Education

University of California, Berkeley

May 2021

B.A. Statistics & B.A. Data Science

GPA: 3.38

- **Relevant Coursework:** Statistical Prediction & Machine Learning, Probability for Data Science, Computing with Data, Foundations of Data Science, Data Structures, Structure of Computer Programs
- Berkeley Certificate in Design Innovation

Work Experience

UC Berkeley Psychology Department

Berkeley, CA

Undergraduate Research Assistant

Oct 2018 - Present

- Gather, clean, and analyze data on how positive interference affects the repression of positive emotions
- Conduct research using statistical modeling methods and machine learning techniques in R

Amplitude

San Francisco, CA

Contract Consultant

Aug - Dec 2018

- Conducted market research to develop Partner Program that streamlines use of product analytics software
- Designed mockups for a partner portal in Adobe XD to optimize communication with partners and clients
- Highlighted partner opportunities and recommend acquisitions by evaluating target audience

Goodly Labs

Berkeley, CA

Marketing & PR Lead

Jun - Sep 2018

- Managed team of 6 to improve user interaction by redesigning the website's interface from scratch
- Rebranded organization to increase target demographic's unique viewership by 240% within 3 months
- Spearheaded digital marketing campaigns to raise awareness and maximize funding opportunities

Twitter

San Francisco, CA

Contract Consultant

Feb - May 2018

- Developed marketing strategies by analyzing consumer data to build effective curriculum for nonprofits
- Created UI/UX prototypes from scratch using Adobe XD for Twitter for Good's latest CSR initiative
- Designed newsletters using Adobe Illustrator to improve interactions between nonprofits and regular users

Leadership Experience

Statistics Undergraduate Student Association (SUSA)

Berkeley, CA

Research & Publications Director

May 2018 - Present

- Mentored 14 committee members in academic writing and data analysis languages, including R and Python
- Hosted a research symposium as an opportunity for members to network with data science organizations

Berkeley Phi Beta Lambda (PBL)

Berkeley, CA

Technology Committee Chair

Aug 2017 - Present

- Constructed and led workshops in R, Excel, and Adobe Creative Cloud for committee members
- Designed new curriculum focused on data analysis to provide members with relevant technological skills
- Collaborated with officer team to optimize professional development workshops for 60+ members

Skills

Technical: Python, R, Java, HTML/CSS, Adobe Creative Suite, Sketch, inVision

Business: Agile, Market Research, Growth Strategy, CSR, Brand Storytelling