

TSE, YING FUNG

1902 Henry St. Apt. D, Berkeley, CA 94704 | (310) 424-8421 | tse_aragorn@hotmail.com

EDUCATION

University of California, Berkeley – College of Letters & Science

Bachelor of Arts, Double Major in Geography and Economics

Graduation Date: Dec 2013

- Emphasis: **GIS**
- **Relevant Coursework:** Geographic Information System, Cartographic Representation, Photogrammetry & Remote Sensing, Basic Engineering Design Graphics

WORK EXPERIENCE

GIS Cartographer Intern, Eureka Cartography, Berkeley, CA

Mar 2014 - Present

- Assisted the company to develop a new product line which emphasizes market analysis such as site selection and customer profiling so as to strengthen and enlarge company's competitiveness and market
- Customized business analysis maps for company's portfolios by incorporating cost-profit, demand-supply concepts into spatial analysis in ArcGIS
- Improved the appearance of dull, scientific GIS maps by inserting artistic, detailed, original features such as custom icons and hand-drawn buildings in Adobe Illustrator and Photoshop
- Built custom, interactive maps using online mapping platforms such as ArcGIS Online and Google Maps Engine

GIS Lab Intern, University of California, Berkeley, CA

Jan 2014 – May 2014

- Minimized labor resources on repetitive and time-consuming map making processes by developing Python script to automate various geoprocessing tasks and MXD file creation
- Facilitated the progress of specific projects by customizing multifarious tools in ArcMap via Python and ModelBuilder
- Enhanced students' GIS skills by demonstrating geocoding, geo-referencing, TIN creation, raster and vector data modeling
- Raised the utility and attractiveness of students' map projects by advising students in terms of practicality and cartographic aestheticism
- Held two 2-hour help sessions every week to assist upper-division students on their GIS assignments

GIS Technician Intern, GIS Data Resources Inc., San Rafael, CA

Jun 2013 – Oct 2013

- Maintained the currency of New York state's 911 emergency system by analyzing and updating the geodatabases of the dispatching centers in New York
- Designed diverse SQL layers in ArcMap to identify and rectify spatial data errors in New York's 911 emergency system in order to assure geographic precision of digitalized address points
- Ensured data quality to meet industrial standards and prevented original databases from degradation by executing QA/QC repetitiously using Microsoft SQL Server
- Enabled geodatabases to be edited and used simultaneously by multiple users through conducting version creation, reconciliation and post in an ArcSDE environment
- Improved the efficiency of 911 emergency system by performing address point digitalization and verification

Economics and Math Tutor, El Camino College, Torrance, CA

Jun 2010 – May 2011

- Facilitated in-class discussion sections by addressing students' questions
- Organized after-class tutorial sections to clarify the concepts and materials from lectures and problem sets
- Consolidated students' Economics knowledge by designing creative learning tools including flow charts and diagrams

PROJECTS

Study of Crop Type Distribution in Tippecanoe, IN

Nov 2013

- Aligned an AVIRIS image of the specific region with a crop-type reference map by Geo-referencing
- Displayed the landscape in 3D and carried out 3D analysis by creating TIN data from a NED file of the region in ArcScene
- Visualized crop type distribution on a map by computing NDVI to conduct supervised classification in ENVI software

Study of Demographic Relocation Patterns and Determinants in Oakland, CA

Nov 2012

- Utilized Network Analysis in ArcMap to calculate service areas of the top four determinants including Bart stations, Buddhist temples, Chinese marketplaces and schools
- Determined the best locations for settlement by creating and weighting the travel time zones from each determinants using Suitability Analysis in ArcMap
- Marketed our map products for low, medium and high-income customers by incorporating housing price data into the weighting system in Suitability Analysis

EXTRA CURRICULAR ACTIVITIES

Cantonese DeCal Teaching Staff, University of California, Berkeley, CA

Jan 2013 – May 2013

- Taught a class of 30 students the basic Cantonese vocabulary, grammar and phrases
- Designed appropriate curriculum to ensure the students' efficient learning of the dialect
- Introduced and better integrated the Cantonese-speaking community in the Bay Area with UC Berkeley by planning originative field trips and performing community service with DeCal students

SKILLS SUMMARY

- **Software:** Proficiency in ArcGIS 10.1 or later, AutoCAD, Adobe Illustrator and Photoshop, ENVI, Microsoft Office Suite
- **Computer Languages:** Proficiency in CSS, HTML, JavaScript, Python, SQL
- **Languages:** Fluent in English, Mandarin and Cantonese