

HELEN CHEN

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EDUCATION

University of Chicago Chicago, IL
Expected Graduation June 2020
B.A. Economics, B.S. Statistics
GPA 3.60/4.00, Dean's List

COURSEWORK

* Fall 2019 Classes

Economics

- Elements of Economic Analysis I, II, III
- Economic Policy Analysis
- Econometrics
- Data Construction and Interpretation in Economic Applications
- Industrial Organizations

Mathematics / Statistics

- Statistical Theory and Methods I, II
- Time Dependent Data *
- Intro to Math Probability
- Analysis of Categorical Data
- Applied Regression Analysis
- Numerical Linear Algebra
- Math Methods for Physical Sciences I, II

Computer Science

- Computer Science with Applications I, II
- Machine Learning in Medicine*
- Intro to Machine Learning (TTIC) *
- Data Science for Computer Scientists *

SKILLS & TECHNOLOGIES

Languages

- Python
- JavaScript
- Java
- SQL
- HTML / CSS

Analytics

- Pandas
- Excel
- STATA
- Numpy
- R
- Tableau

Design

- Illustrator
- Photoshop
- D3
- InDesign
- Sketch

EXPERIENCE

Facebook Seattle, WA
Data Science Intern June 2019 – September 2019

- Improved Profile Prompts ranking and delivery with projected 5.5% increase in CTR
- Added new features to XGBoost model, applied thresholds to low performing prompts, explored new potential use cases
- Built new pipeline, dashboard to monitor system overall, by prompt, and by interface

Facebook Menlo Park, CA
Facebook University Data Analytics Intern June 2018 – August 2018

- Analyzed emerging market data using SQL (Presto and Hive), Excel, Python to understand how Thai sellers use Live Video as a distribution channel
- Highlighted necessity to capture large market, spearheaded ideation and initial design of commerce features for Live Video, identified ways to minimize pain points

Celential.ai Mountain View, CA
Data Science Intern June 2017 – September 2017

- Coded with Python, regex to capture patterns, phrases in email responses
- Retrained machine learning CCA and PCA models with correctly labeled emails
- Increased email classifier accuracy by over 10%, "Negative Later" label by 36%
- Revamped company website with HTML/CSS changes, icons, website copy

ACTIVITIES

University of Chicago College Core Tutor Program Chicago, IL
Economics Core Tutor January 2019 – June 2019

- Assisted underclassmen students in Elements of Economic Analysis I, II, III classes

Alpha Kappa Psi Business Fraternity Chicago, IL
Vice President of Administration, Executive Board March 2018 – Present

- Created new initiatives to increase senior retention and brotherhood
- Planned and led design, photo, and video workshops to promote Creative Cloud usage on campus with six others as part of Adobe's Student Rep marketing program

TEDxUChicago Chicago, IL
Organizer March 2017 – Present

- Planned and led team of eight to put on 2019 conference "Find X"
- Oversaw speaker, venue, and volunteer details as Logistics Chair for 2018 conference "Look Again"; created all branding materials, promotional graphics as Creative Design Chair for 2017 conference "Changing Channels"

The Chicago Maroon Chicago, IL
Design Associate September 2016 – Present

- Created weekly layouts in InDesign for the Arts, Viewpoints, and Sports sections