Hannah Grace Choi

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EDUCATION

University of California, Berkeley Berkeley, CA
Master of Information and Data Science *August 2021 (Anticipated)*
Relevant coursework: Research Design and Applications for Data Analysis, Applied Machine Learning, Fundamentals of Data Engineering

University of California, Berkeley Berkeley, CA
Bachelor of Molecular and Cell Biology *May 2020*
Relevant coursework: Foundations of Data Science, User Experience Research, Introduction to Probability and Statistics in Biology and Public Health

SKILLS AND TOOLS

- **Programming:** R, Python, SQL, Command Line, Bash, Linux, MacOS
- **Data Science:** mySQL, Docker Container, Git/Github, GCP BigQuery, Spark, Kafkacat, Hadoop, Presto, Hive, Flask

PROJECTS

Image Recognition and Digit Classification, UC Berkeley Machine Learning Project Berkeley, CA
Data Scientist *2020*
- Trained 7 machine learning models on a dataset of handwritten numbers to build an image recognition system for classifying digits using Python3 scikit-learn.
- Evaluated functionality of different statistical classification models and created pixel filtering functions to increase image classification accuracies.

Lyft Bay Wheels – Bay Area Bikeshare, UC Berkeley Data Engineering Project Berkeley, CA
Data Scientist *2020*
- Cleaned and analyzed Lyft Bay Wheels rider datasets to determine what were the 5 most popular "commuter" trips and recommendations for promotional offers to increase ridership using SQL on GCP's BigQuery, command-line, and Python.
- Created data visualizations using Matplotlib to support findings from SQL queries and data mining.

Aible, UC Berkeley UX Research Team Project San Francisco, CA
User Experience Researcher *2020*
- Consulted client to determine goals of testing usability of prototype and logistics of conducting screening surveys, usability tests, interviews, and competitive analysis.
- Created and refined interview protocols, user flows, and usability test guides to identify pain points of linguistic accessibility and transparency of calculations for business-oriented users interacting with the AI modeling prototype.

WORK EXPERIENCE

L.E.K. Consulting Seoul, South Korea
Research Assistant *2019*
- Researched market size, market shares, and international trade growth rates of the over-the-top media service industry in the due diligence process for a mergers and acquisition case.
- Analyzed client's sales data and benchmarked competitor data to provide recommendations on acquiring a competitor, produced presentations with conclusions using think-cell, and communicated findings with executive stakeholders.
- Conducted 10 expert interviews in the language localization industry and transcribed conversations in both English and Korean in order to identify key competitors and predict the success of our client in the video entertainment industry in the future.