

ISA K. CHAU

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Data scientist doing quantitative UX research with skills in experimental design, machine learning, statistics, data analysis and visualization, design thinking, and data pipelines. Diverse academic and professional experience. Formerly a special educator, creative and technical partner for a culinary media startup, and nationally competitive athlete in two sports.

EDUCATION

University of California, Berkeley | Master of Information and Data Science | GPA: 3.91 August, 2020

Winner of 2020 5th Year MIDS Capstone Award, sponsored by DataBricks

Selected Coursework:

Statistics for Data Science | Research Design and Applications | Applied ML | Data Engineering
Data Visualization | NLP with Deep Learning | Humans and Values | Experiments and Causal Inference

University of California, Berkeley | B.S., Nutrition & Toxicology | Journalism Minor

May, 2019

SKILLS AND SOFTWARE

Python | R | Sklearn | Regression Analysis | Causal Inference | GDPR and CCPA
GCP | AWS | Tableau | SQL | HTML/CSS/JS | Kafka | Spark | Flask | Docker | Hadoop HDFS
Microsoft Office | Google Workspace | Adobe Creative Suite
Public speaking, presentation/communication, and client-relations

PROJECTS

[Gredient for iOS](#) | Product Manager/Data Scientist/iOS Developer 2020

- Winner of the [2020 5th Year MIDS Capstone Award](#), sponsored by DataBricks.
- Machine vision-powered app to help consumers avoid allergens when shopping.
- Built in Swift and AWS (API Gateway, DynamoDB, Lambda, Cognito).

[Efficacies of Different Motivational Incentives](#) | Researcher/Web Developer/Data Scientist 2020

- Study comparing egocentric and altruistic incentives for completing simple tasks. Used Facebook Ads, created websites and data pipeline, and performed statistical tests in this causal inference experiment.

[BERT For Summarization: Sentiment Analysis for Identifying Gender Bias](#) | Researcher/Data Scientist 2020

- NLP project examining a deep learning summarization model for gender bias using a lightweight approach.

[Poisonous Mushrooms - Dimensionality Reduction, Clustering, and Classification](#) | Data Scientist 2020

- Model for identifying poisonous mushrooms, with PCA for data visualization and dimensionality reduction, a demonstration of clustering with KMeans, and classification with Gaussian Mixture Models.

EXPERIENCE

Pollen Music Group | Data Scientist/Project Manager - Audio UX Research | San Francisco, CA 2021 - present

- Designed experiments for both remote (MTurk) and in-person experiments to assess the impact of various aspects of aural experiences on user immersion in VR and teleconferencing environments.
- Oversaw the administration of experiments in order to reduce risk of bias and confounds.
- Cleaned and analyzed experiment data in R, creating visualizations and communicating findings to stakeholders and Pollen clients.

Planet Murple, Inc (now CooCook) | Media Production Lead | Berkeley, CA 2016 - 2017

- Spearheaded production of live-action, stop-motion, and animated video content. Led teams in areas of concept storyboarding, photography, editing and animation, and publishing strategies.
- Served as technical bridge between external contractors and in-house artistic team. Communicated and delivered concepts and desired assets between parties.
- Collaborated with external partners to produce crossover social media content, expanding market reach.
- 2017 Big Ideas Contest – Planet Murple [won a \\$10,000 grant and took 2nd place](#) in our category out of hundreds of social-impact startups for our strategy to improve children's nutrition.

Grassroots Strength and Conditioning | Athletic Trainer | Berkeley, CA

2017 - Present

- Analyzed individual client performance and provided personalized coaching, improving the strength/conditioning, balance, and coordination of clients ranging from NCAA D1 athletes to the elderly.
- Community-building through fostering personal relationships with 200+ gym members as well as volunteer work at special events such as Barbells for Boobs charity fundraiser and the annual CrossFit Open.
- Effectively planned, organized, and managed class group and gym environment to optimize athlete experience, engagement, and improvement while maintaining class flow and punctuality.