

Jasmine Lo

(510) 766-5285 | jasmine.lo@columbia.edu | <https://jasminelo2020.github.io/jasmine-lo>

EDUCATION

Columbia University

New York, NY

Master of Science in Data Science, GPA: 3.79/4.0

Dec 2025

- Courses: Machine Learning, Probability & Statistics, Forecasting, Finance & Structuring, Deep Learning

University of California, San Diego

La Jolla, CA

Bachelor of Science in Data Science, GPA: 3.86/4.0

Jun 2024

- Courses: Data Structures & Algorithms, Statistics, Data Management, Data Visualization, Recommender Systems

EXPERIENCE

NextLabs

San Mateo, CA

Marketing Analytics Intern

May 2025 - Present

- Built Google Analytics dashboard with top 8 KPIs on website traffic analysis to provide insight on business needs
- Pulled actionable insights to assist digital marketing team with targeted marketing campaigns

Aiello Research Group, Columbia University Irving Medical Center

New York, NY

Graduate Research Assistant

Jan 2025 - Present

- Executed data auditing across 2 projects and assisted with quality control to ensure data integrity
- Innovated Whisper machine learning model to automate scoring of thousands of test transcriptions

Catalis

Alpharetta, GA

Data Analyst Intern

Jun 2024 - Aug 2024

- Implemented data management techniques with Python, MS Excel, and Power BI to reconcile data between Salesforce & NetSuite business applications, building the Customer Master data structure
- Designed a Python/Pandas pipeline to automate cleaning, transforming, and mapping for 72K+ accounts
- Wrote 5+ scripts to quickly scrape and generate datasets, reducing time spent on generating unique IDs by 80%

Halicioglu Data Science Institute, UC San Diego

La Jolla, CA

Undergraduate Teaching Assistant

Jan 2023 - Jun 2024

- Collaborated on development of babypandas library, and created 2 new projects for UCSD data science courses
- Updated infrastructure of course problem set site, practice.dsc10.com, to allow topical searching for 10+ topics
- Held weekly office hours to provide a deeper understanding of lectures and labs, catering to 500+ students

Ayers Lab, Veterans Medical Research Foundation

La Jolla, CA

Research Assistant

Jun 2023 - Apr 2024

- Calculated and inputted BRIEF-A and PROMIS t-scores and D-KEFS, WAIS-IV, and UPSA-B scores into REDCap to keep hundreds of patients' information up-to-date and performed statistical analysis on hoarding treatment

PROJECTS

Robust and Interpretable NN Models for CV and NLP

Sep 2023 - Mar 2024

- Dissected image classification deep neural network with CLIP-Dissect, analyzing 4,000+ neurons to understand neuron activations and interpretability
- Applied research to refine VGGNet-based deep learning model for emotion recognition, achieving 0.11% increase in test accuracy by applying strategic neuron weight modifications
- Enhanced model understanding by dissecting hidden layers, mapping key neurons to facial emotion concepts

Shazam 2.0

Jan 2023 - Jun 2023

- Led a team of three and coordinated between team and project directors to run project smoothly
- Implemented AWS's EC2 instance to transfer 300 GB of data onto UCSD's remote server, DSMLP
- Constructed a CNN model classifying songs by genre, fine-tuning parameters to increase accuracy by 12%
- Created a Streamlit web app taking in real-time raw audio and returning top 3 song genres and information

SKILLS

Languages: Python, Java, SQL (Postgres), JavaScript, HTML/CSS

Developer Tools: Git, Jupyter Notebook, VS Code, RStudio, Power BI, Google Analytics 4, Looker Studio

Libraries: Pandas, Scikit-learn, PyTorch, Keras, Beautiful Soup, NumPy, Matplotlib, d3, JUnit, Dask, Streamlit