

Joanne Yeh

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University of California, San Diego

BS Joint Mathematics-Economics; Graduated in Dec 2015

Skills

Best Python, Java, R, SQL, Excel, Google Adwords and Analytics

Other Git, Matlab, Julia, Jekyll, HTML, CSS

Experience

Data Science and Growth Hacking Intern @ *Chartcube*

Burlingame, CA // June-Sept 2014 (3 months)

- Built **dashboard** with business metrics for company-wide use
 - Created **data-driven reports** on KPIs suggested strategies to optimize key metrics
 - Conducted **A/B tests** and user interviews with a target subject pool to inform future feature prioritization, landing page optimization, pricing strategy
 - **Optimized advertising** effectiveness through quantitative analysis of experimental data
 - Strategized **email campaigns** to increase engagement
 - **Wrangled raw data dumps** into usable form using a combination of Ruby and R
 - Used different SaaS tools to scale up data collection (Mixpanel, Kissmetrics)
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Lead Research Assistant @ *The Rady Behavioral Lab*

Rady School of Management, La Jolla, CA // July 2013 - June 2014 (10 months)

- Managed team of 8 research assistants to carry out large scale **field experiments** testing the effectiveness of different payment schemes
 - Conducted experiments with **survey based research** methods to test hypotheses (*Qualtrics*)
 - Enforced stringent standards for proper **control groups and randomization**
 - Analyzed **experimental data** in Stata and Excel
 - Established **research partnerships** with local business (*Fairbanks Coffee Co.*)
 - Wrote a 10-page research paper based on the research project I worked on with the lab over the course of the school year (*Title: Pay-What-You-Can vs. Pay-What-You-Want: A Case in Utilizing Semantics to Implicitly Signal Intention*)
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Completed courses:

CSE12 (**Data Structures**) - Computational Statistics (**R**) - Computational Linguistics (**NLP/Python**) - CSE 11 (**Java**) - Linear Algebra - Linear and Non-Linear Programming (**Matlab**)- Statistics - Econometrics - Probability - Behavioral Economics

Hackathons:

- Winner of Best Research Question (Big Pixel Initiative, UCSD)
 - *Predicting the Impact of Small-Scale Fisheries on the Environment*
- Finalist (Datathon, SDSU)
 - *Are Some Teachers Just "Meaner" Than Others?*

Website: joanne3h.github.io