

Chia Yun Chang

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EDUCATION

University of California, Los Angeles (UCLA)

Los Angeles, CA

Master of Public Policy

September 2021 – June 2023

- Area of Focus: Economic policy, Digital government, Data analysis
- **Honorable Mention Prize**, 2023 Capstone Project Awards, UCLA Institute of Transportation Studies

National Taiwan University (NTU)

Taipei, Taiwan

Bachelor of Arts in Economics

September 2015 – June 2019

- Awarded Off-Campus Scholarship for outstanding academic performance (2019)

Skills and Achievements

- **Certificates:** UCLA Data Analytics Certificate, Google Data Analytics, Udemy SQL Bootcamp
- Languages: Chinese (Native), English (Fluent), Japanese (Basic)
- Programming skills: SQL, R, Python, STATA, Tableau
- Graphic editor: Adobe Photoshop, Adobe Illustrator, Adobe Lightroom, Adobe InDesign

Work Experience

Project Intern, Land Bank of Taiwan

Jan 2021 – Apr 2021

2021 Government Relief Program

- Utilized business intelligence techniques to execute data analysis, identifying potential customers for the 2021 Government Relief Program and creating a targeted database
- Streamlined branch operations by implementing a comprehensive standard operating procedure (SOP) and leveraging data-driven insights, leading to a 20% reduction in operational errors
- Enhanced customer relationship management (CRM) strategies by maintaining and updating the CRM system, ensuring accurate and up-to-date information for the branch's customer database
- Applied data analysis and business intelligence principles to efficiently review corporate and personal customer loans, saving over 10 hours per week for the team

Full-Time Research Assistant, NTU Department of Economics

Jun 2019 – Aug 2020

Qing Dynasty Land Transaction Research

- Collected and translated 5000+ Qing Dynasty contracts in classical Chinese
- Analyzed large amounts of data by utilizing a combination of R and Excel
- Conducted in-depth research on the ancient land transaction economy and assessed relevant policies and laws

Research Analyst Intern, Chung-Hua Institution for Economic Research

Jul 2018 – Aug 2018

- Authored the 2018 annual report on small and medium enterprises (SMEs) in Taiwan, effectively communicating complex data through visually appealing data visualization techniques
- Composed comprehensive reports on Taiwan SME digitalization policy and fintech personnel recruitment, contributing practical recommendations to government agencies
- Studied digital business policy implementation questionnaires with R and Excel, delivering actionable insights

Research Experience

Micromobility Equity in Los Angeles: Increasing E-Scooter Deployment in Underserved Communities, UCLA

Jul 2022 – Jul 2023

- Partnered with the Los Angeles Department of Transportation (LADOT) to appraise dockless micromobility equity program, employing GIS and R for in-depth data analysis
- Identified three policy recommendations to improve equitable e-scooter deployment through a mixed-methods research approach, including structured interviews, case studies, descriptive statistics, and economic analysis.
- Executed a comprehensive program assessment in collaboration with LADOT, leveraging advanced data analysis techniques to generate valuable insights and actionable recommendations for improvement

Leadership Activities

Marketing and Design Officer, Global Initiatives Symposium in Taiwan

Sept 2016 – July 2017

- Organized the international forum of scholars, entrepreneurs, and student delegates discussing topics on new media, extremism, blockchain, and developing a low-carbon economy
- Oversaw a marketing campaign for the forum that increased participation by 30% over the previous year