

# Kefan Long

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## QUALIFICATIONS

- Professional experience as interns and teaching assistant in GIS and planning institutes
- Strong background in research and analysis developed through leadership experience and analytical courses
- Highly cooperative and adaptive to different roles in team projects
- Self-taught and strongly result-oriented

## EDUCATION

**University of Pennsylvania, Pennsylvania** 2017.08-2018.06  
Master of City Planning, Smart Cities (GPA:3.56/4.00)

**Peking University (PKU), Beijing, China** 2012.08-2017.07  
Bachelor of Engineering, Urban Planning (GPA: 3.71/4.00)  
Bachelor of Science in Economics and Finance (GPA: 3.50/4.00)

## PROJECTS

**Re-Modeling Recommended Area for New Recycling Policy** 2019.02-2019.06  
**Term-long Project, Advanced Topics in GIS, Instructor: Prof. Dana Tomlin**

- Individually collected 18 different variables from various geo-dataset and merged in one dataset using Python
- Identified negative correlation between environmental wellness and residential willingness to participate in previous recycling programs

**Planning Studio: Vision Zero for Philadelphia** 2018.09-2018.12  
**Research Analyst, Planning Studio Project**

- Created traffic fatality heat chart and identified rush hour risk and nighttime risk
- Identified various threats to peak hour safety including stopping signs, road humidity and vulnerable users
- Proposed temporal strategies for zero traffic death and rendered implementation phases

**Publication: How Does Air Pollution Influence Cycling Behavior? Evidence from Beijing** 2018.08  
**Transportation Research Part D, Co-authored with Pengjun Zhao, Shengxiao Li, Peilin Li, Jixuan Liu**

- Evaluated temporal-geographical relationship between pre-cycling decision and cycling behavior
- Identified gender difference in smog-cycling and anticipated factors of cycling-smog change using OLS regression

**Green Stormwater Infrastructure (GSI) Plan for Liangjiang District, Chongqing** 2015.02-2015.06  
**Team leader, Landscape Analysis and Design, Instructor: Prof. Zhifang Wang**

- Proposed an evaluation structure that incorporated torrential flood risk prevention, landscape protection and future urban expansion
- Designed the GSI plan that covered 74% of current urban area and 85% of future potential urban area
- Finalized team projects in workable deliverables and assigned each member with individual & collaborated chapters

## EXPERIENCE

**Course Teaching Assistant: Modeling Geographical Space** 2019.01-2019.05  
**Instructor: Prof. Dana Tomlin**

- Timely provided technical solutions for in-class and after-school questions in ArcMap and Model Builder
- Chaired weekly office hour and held project discussions

**Full-time Intern: Beijing Municipal Institute of City Planning** 2016.07-2016.10  
**Urban Designing Department, Homedale**

- Core member of studio in the International Competition of Urban Design for Tongzhou Sub-center
- Investigated green corridors on project site and clarified their importance in urban ecology
- Co-Worked with team from SWECO in analyzing site suitability for powerplant relocation

## SKILLS

**Spatial Analysis:** ArcGIS - Vector/Raster Analysis, Model Builder, Arcpy, **Google Earth Engine**  
**Data Analysis:** Python - Jupyter Notebook, **SQL, R Studio**  
**Visualization:** Adobe Suite - Photoshop, Illustrator, InDesign, **Microsoft Suite:** Word, Powerpoint, Excel, **Tableau**  
Dashboard, JavaScript Storymap  
**Urban Design:** Sketch Up, AutoCAD  
**Familiar Coding Language:** Python, Java, JavaScript