

Kefan Long

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FIELD

Smart Cities
+ Spatial Analytics
+ Big Data Analysis
+ Smart Urbanism
+ Urban Design

TOOLBOX

Big Data Analysis
Python/ Jupyter Notebook
R Studio & R Markdown
MySQL

Spatial Analytics

ArcGIS
Model Builder
Arcpy
ArcGIS Storymap
Google Earth Engine

Design & Visuals

Adobe Suite
Photoshop
Illustrator
InDesign
Microsoft Suite
Tableau Dashboard
JavaScript Storymap
Arduino

Urban Design

Sketch Up
AutoCAD
V-ray for Sketch

HONOR

2013 Brilliant HMONG
Student Scholarship
2014 Lee Wai Wing
Scholarship
2014 Excellent Student
Awards
2015 May 4th National
Scholarship
2015 3rd Prize of Tourism
Planning Research
Scholarship

PROFESSIONAL EXPERIENCE (<https://kefanl.github.io/>)

Course Teaching Assistant - Modeling Geographical Space

Philadelphia

Instructor: Prof. Dana Tomlin

2019.01-now

- Timely provided viable solutions for in-class and after-school questions in ArcGIS raster processing
- Chaired weekly meeting of office hour

PLANNING STUDIO: VISION ZERO FOR PHILADELPHIA

Philadelphia

Research Analyst, Planning Studio Project

2018.09-2018.12

- Visualized fatality heat table that emphasized peak hour and nighttime risks of crashes
- Identified peak hour threats to safety including specific transportation usage, road condition and users
- Proposed temporal strategies for vision zero and rendered implementation phases

The International Center for Recreation and Tourism Research, Peking University

Beijing

Part-time Assistant, Plan of All-Region Tourism in Yuanling, Hunan

2017.03-2017.05

- GIS-Assorted dataset of cultural heritages and enriched tourism potentials by analyzing historical document
- GIS-Evaluated transit network and drafted strategic improvement that assisted all-region tourism

L&A Design, Beijing

Beijing

Part-time LA Intern(On-campus), Landscape Design for Tourism in Sangyu Village, Beijing

2017.03-2017.04

- Evaluated historical corridors of western Beijing and improved historical value of project site
- Independently conceptualized and drafted designs of nature garden for young tourists

Beijing Municipal Institute of City Planning, Architecture & Design

Beijing

Summer Intern, Urban Designing Department, Homedale

2016.07-2016.10

- Core member of studio in the International Competition of Urban Design for Tongzhou Sub-center
- GIS-Analyzed green system and independently designed 15% the area of old town for urban renewal
- Co-Worked with team from SWECO in forming strategic plan for powerplant relocation

PUBLICATION & RESEARCH EXPERIENCE

How Does Air Pollution Influence Cycling Behavior? Evidence from Beijing

Philadelphia & Beijing

Transportation Research Part D, Co-authored with Pengjun Zhao, Shengxiao Li, Peilin Li, Jixuan Liu

2018.08

- Evaluated time-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

Social Media Text Analysis and Users' Emotional Evaluation on City Parks in Beijing

Beijing

Graduation Thesis, Outstanding Thesis Award

2016.10-2017.06

- Filtered 25,556,501 records of weibo texts (Chinese Tweet) and creating weibo text dataset for city parks in Beijing
- Implement sentiment analysis on city park weibo texts and quantified emotional tendency

COURSES TAKEN

- | | |
|---|----------------------------------|
| Programming Language and Techniques (Python, Java) | Site Planning |
| Big Data Analytics (Python) | Planning Studio (Transportation) |
| Data Wrangling and Visualization (Python) | Planning Workshop |
| Modeling Geographic Space (ArcGIS & Model Builder) | |
| Geospatial Software Design (Google Earth Engine & Arcpy) | |
| Spatial Statistics & Data Analysis (R) | |
| Spatial Analysis For Urban and Environmental Planning (ArcGIS, R) | |
| JavaScript Programming for Planners and Designers (JavaScript) | |

EDUCATION

University of Pennsylvania

Philadelphia, PA, United States

Master of City Planning – Concentration of Smart Cities

2017.08-present

Peking University (PKU)

Beijing, China

B.Eng. in Urban Planning B.A in Economics and Finance

2012.08-2017.07

LEADERSHIP & EXTRACURRICULAR

Student Government, College of Urban and Environmental Sciences (CUES), PKU

Beijing

Vice President & Leader of Promotion Department

2013.08-2015.09

- Chaired monthly meeting of promotion department, administrated news delivery in CUES
- Proposed online post system for news delivery that improved the efficiency and timeliness

Peking University Library & CUES

Beijing

Chief Curator, "29+1: Graduation Exhibition of 2017 Urban Planning Undergraduate"

2017.04-2017.07

- Conceptualized exhibition theme and chaired meetings of exhibition designers
- Proposed exhibition guideline, organized exhibitors and designed exhibition space

OTHERS

Interest: Photography (photographed over 16000 photos in over 3 years, possessed 2 themed portfolios)