

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, Hamedale

- 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