Kefan Long

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FIELD

Smart Cities
+ Spatial Analytics
+ Urban Big Data
+ Smart Urbanism
+ Urban Planning

TOOLBOX

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

Spatial Analytics
ArcGIS
   Model Builder
   Arc Scene
   Arcpy
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/*)

REMODELING PHILADELPHIA'S WASTE MANAGEMENT NETWORK
Philadelphia
Term-long Project, Advanced Topics in GIS, Instructor: Prof. Dana Tomlin
2019.02-now
- Generate management clusters using unsupervised learning method
- Improve routing efficiency using combined model of residential clusters and citywide building footprint

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- GIS-Assorted dataset of cultural heritages and enriched tourism potentials by analyzing historical document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 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

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)
- Big Data Analytics (Python)
- Data Wrangling and Visualization (Python)
- 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)
- Site Planning
- Planning Studio (Transportation)
- Planning Workshop

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

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 ArcMap, Model Builder
- Chaired weekly meeting of office hour

OTHERS

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