**KENNY KWAN**

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# EXPERIENCE

## Insight Data Science, New York, Data Science Fellow 2015-Present

Consulted for a mobile-gaming company and examined their real-time ad-bidding strategy to increase conversion.

* Created probability model with Python and scikit-learn to predict the conversion rate of users after seeing an ad impression.
* Optimized model for lift and gain metrics, in average the number of installations detected exceeds 200% compared to the previous bid implementation.
* Created a blog post detailing the project http://kennykwanyang.com/AppLift

## Nanotechnology in Civil Engineering Lab, Northeastern University, Research Assistant 2013-2015

Derived expressions for geometrical compatibility of deformations for nano-scale materials.

* Metrics were developed based on the gyration tensor and focus on structural mechanics.
* Validated compatibility metrics with an idealized chain model; proving that the metrics successfully detect the presence of mutations in collagen-like structures.
* Focused on the multi-scale description of material structures, biological included, using atomistic and molecular dynamics modeling in conjunction with finite element analysis.

## Structural Health Monitoring Lab, Northeastern University, Research Assistant 2010-2013

Applied structural dynamics analysis with emphasis in identification of damping.

* Utilized system identification algorithms to identify frequencies and damping ratios from noisy signals.

Collaborated in the development of a statistical criterion for optimal sensor placement for damage detection.

### **Diseños Estructurales Al Limite (DEL B. Corp) Structural Engineer and Consulting 2008-2010**

* Lead small team in structural design, drawing and detailing of multiple residential towers.

# SKILLS

Languages: MATLAB, Python, MySQL, HTML\*, CSS\* Tools: SciPy, NumPy, Pandas, scikit-learn, Git, Matplotlib, Seaborn, Flask\* \*Previous Experience

# EDUCATION

## Doctor of Philosophy, Civil Engineering 2010-2015

Northeastern University, Boston, MA, USA

## Bachelor of Science, Civil Engineering 2004-2008

## Instituto Tecnológico de Santo Domingo, D.R.

# AWARDS

Fulbright Scholarship Recipient. **2010-2012**