leann woo

University of California, Los Angeles

B.S. in Cognitive Science, minor in Statistics, specialization in Computer Programming

Relevant Coursework
Advanced C++, Neural Networks, Computational Statistics with R, Design and Analysis of Experiment, Matrix Computation and Optimization for Statistics, Statistical Models in Finance, Python and Applications, Programming for the Internet, Regression Analysis

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work experience

UCLA Alfaro Lab

The Alfaro lab is run by Dr. Michael Alfaro at UCLA and focuses its studies in macroevolution and biodiversity. It aims to reconstruct the tree of life for fishes.

Volunteer Research Assistant
Dec 2017- present

- Currently working with TensorFlow to create a classifier that will be trained to recognize different eyespots on fishes and classify the fish to its respective genus
- Create functions to display clear dashboard of output data from classifier
- Analyze and understand where the misclassified species fell; i.e. false positives or true negatives
- Write python scripts to automate the organization and creation of thousands of files to assist other researchers

Radish Media Inc.

Radish is a mobile app originally based in South Korea where authors can publish their stories and make an income from the amount of readers they attract.

Data Analysis Intern
Feb 2017 - May 2017

- Made adjustments to Radish's social media strategy to gain more followers in the U.S. based on the number of impressions per post on separate social media accounts.
- Studied the type of content Radish's target audience was consuming and emulated the styles relevant to Radish's brand.
- Worked with Social Media Interns to increase user engagement by creating thoughtful social media copy and by setting an efficient publishing schedule.
- Saw an increase in impressions per post on facebook and on Instagram comments, as well as an overall increase in page likes and followers.

The Daily Bruin

The Daily Bruin is UCLA's award winning daily newspaper, and is currently ranked as the best college newspaper in the country.

Graphics Editor, previously Assistant Design Director
Oct 2014 - Jun 2017

- Lead a team of 15 people to produce weekly content related to student life at UCLA.
- Taught a group working on a data heavy project how to scrape information from Facebook groups using available Github repositories.
- Cleaned and organized data in R to search for usage patterns within Facebook groups and matched how that aligned with the academic calendar. Hand categorized post content to find what campus issues students were most passionate about.
- Converted collected data into an elegant graphic on Facebook page usage which was printed and posted to social media. Gained 17 times more impressions than a typical post.

interTrend Communications

interTrend is an advertising agency that focuses on the Asian community. Their clients include Toyota, AT&T, Chase, State Farm, and many others.

Creative Intern
Jun 2015 - Aug 2015

- Completed pro-bono rebrand of NAAPIMHA (National Asian American Pacific Islander Mental Health Association): new logos, website, and more. Included brand guidelines for future organization autonomy.
- Held several focus groups of Asian American millennials, each comprised of 5 people, to see how connected they felt to their community when talking about mental health. Found that they had a difficult time talking to their elders and peers, and found most campaigns to be campy.
- Created a campaign that combined personal experiences and art to help showcase mental health as a relatable issue amongst Asian American millennials, as well as a proposed budget. NAAPIMHA executed two of the five proposed campaign elements.

skillsets

Design:
Photoshop, Illustrator, InDesign, Lightroom
Web:
HTML, XHTML, CSS, JavaScript, XML, PHP, DOM, MySQL
Programming:
C++, Python, Java, Qt
Data:
R, Excel, Tableau, Matlab

projects

Facial Recognition Network
- Using MATLAB and R, created a backpropagation network to train system to differentiate between male and female faces
- Able to produce a network with 75% a recogniztion accuracy, given noise such as facial hair and glasses

Clustering the McDonald's Menu
- Tested different learning algorithms (k-means, PCA, expectation-maximization) on McDonald's menu items to find ways to group the menu
- Amount of total fat, calories, sugars, and protein segmented the groups most clearly to show the groups of food as beverages, breakfast items, entrees, and desserts