

Tina Guiting Ye

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Education

University of Michigan School of Information, Ann Arbor, MI, USA

April 2014

Master of Science in Information, Information Analysis and Retrieval Specialization, GPA: 3.91

Honors: 2013 Grace Hopper Celebration of Women in Computing Zendesk Scholarship

Beijing University of Posts and Telecommunications, Beijing, China

June 2012

Bachelor of Management in Information Management and Information Systems

Honors: Excellent Student Honor, 1st Prize Scholarship for Academic Excellence (top 5%)

Related Experience

Apple Inc., Cupertino, CA

Jun. 2015 - Present

Data Analyst (Contractor)

- Improved the AST2 audio diagnostic algorithm, which increased diagnostic accuracy 10% and consistency 14%
- Refined *iPhone No Power On* diagnostic algorithm and increased accuracy 12%
- Monitored and analyzed iPhone audio diagnostic field data for both routine reports and ad-hoc requests, helped the team gain insights on the audio diagnostic tool's performance
- Tracked AST2 Audio diagnostic usage, identified field service compliance and adoption rates
- Supported the validation and analysis workflow in the multi-touch validation project
- Studied iPhone and Apple Watch battery charging and draining behavior on proof-on-concept Enhanced Battery Usage Diagnostics project

EMC Corporation, Hopkinton, MA

Jun. 2014 - May 2015

Data Analyst

- Received Excellence@EMC Silver Level Award for extraordinary efforts and outcome
- Identified knowledge gaps and discovered keywords for each gap using text mining
- Developed an application that helps users explore knowledge gaps under different conditions and increased internal training efficiency
- Collaborated with multiple teams remotely to develop a microsite under EMC.com and enhanced customer experience by developing tailored evaluation metrics

University of Michigan, College of Engineering, Ann Arbor, MI

Jan. 2013 - Apr. 2014

Consultant, Research Assistant

- Built a user-friendly dashboard to support daily data analysis using VBA and SQL
- Originated a well-documented data collection tool to retrieve alumni's profile information through LinkedIn APIs using PHP, MySQL, and HTML&CSS
- Created an analysis methodology to identify relationships between undergraduate collegiate experiences and subsequent post-graduate professional growth
- Constructed an interactive visualization that helps people explore and evaluate the employment situation in the states using JavaScript (D3.js) and HTML&CSS
- Implemented the library search engine based on Lucence with Java and evaluated the search engine performance with different search algorithms

Certificate & Skills

• **EMC Proven Professional Data Science Associate (EMCDSA), Verification Code: JZ2WQ1ZQFMEESJDN**

• **Algorithm Development**

Machine Learning, Data Mining, Modeling, Text Mining, Information Visualization, Artificial Intelligence

• **Programming Languages**

Python, MATLAB, R, VBA, JAVA, SQL, PHP, JavaScript, HTML & CSS, Tableau, SPSS