

# YIFEI MAGGIE MA

---

## HIGHLIGHTS

- Passionate about generating data-driven insights and visualizations (portfolio: <https://maggiema.rbind.io/projects>)
- Proficiencies: R, GIS, StoryMap, SQL, Python, PgAdmin, Mapbox, DBMS, data viz., spatial statistics
- Positive, intellectually curious, goal-oriented, and committed to personal and professional growth

## EDUCATION

University of Toronto, Statistics and Human Geography majors, with GIS minor

2017 - 2021

## AWARDS & ACKNOWLEDGEMENTS

Mitacs Innovation Research Training Award

Sep 2020 – Jan 2021

UTAGA Outstanding Undergraduate Research Award [\[see certificate\]](#)

Oct 2020

COVID-19 Student Engagement Award [\[interactive dashboard\]](#)

Jun 2020

## RELEVANT EXPERIENCE

### PLANNING PLACEMENT STUDENT

Sep 2020 – Apr 2021

City of Toronto, City Planning Division, Strategic Initiatives, Policy and Analysis

- Generated insights on patterns of consistency around pre-determined transit stations using open data sources
- Conduct statistical analysis to provide next-step data-driven recommendations to city officials

### GEOSPATIAL RESEARCHER

April 2019 – Jan 2021

St. Michael's Hospital, Centre for Global Health Research

- Applied statistical models of air quality, traffic fatalities, COVID-19 and residential school mortality using R
- Led spatial component of Bayesian analysis quantifying the spatial effect of COVID-19 among LTC facilities

### CRIMINAL INTELLIGENCE ANALYST INTERN

Jan 2020 – April 2020

Toronto Police Service, Analytics & Innovation Unit

- Automated geocoding process using Excel VBA macros and R scripts
- Leveraged ticket and collision data to identify spatiotemporal patterns of traffic and deliver recommendations

### RESEARCH TEAM LEADER

Jan 2020 – Apr 2020

GGR462 GIS Research Capstone Project [\[story map\]](#)

- Drove statistical analysis using R and GIS of culturally specific restaurant presence in Toronto's ethnic enclaves

## OTHER EXPERIENCE

### STUDENT CONSULTANT

Sep 2020 – Present

School of Cities, Multidisciplinary Urban Capstone Design Project [\[story map\]](#)

- Developed design concepts and prototypes of working community ecosystems for industry client
- Led market research, survey development, and wireframe for mobile app and built Figma low-fidelity prototype

### RESEARCH ASSISTANT

Sep 2019 – Apr 2020

University of Toronto, Department of Environmental Science

- Used simulation software, COBWEB, to help start-up company model success factors of retail businesses

### TRANSCRIPTION AND DATA ANALYSIS ASSISTANT

Dec 2018 - Mar 2019

Innovation Hub, University of Toronto

- Provided data analysis support; picking out key themes from design thinking framework
- Presented results to 9 senior level stakeholders and provided guidance on potential solutions that could better students' experience on campus