

SELENA (SHI TING) LU

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RELEVANT SKILLS

- **Technical:** Java, C, Simul8, AMPL, Visio, HTML/CSS
- **Certificate:** Lean/Six Sigma Green Belt, Advanced Google Analytics
- **Data Analysis:** SQL, Python, R, VBA, @Risk, MATLAB, Octave, Tableau

EDUCATION

University of Toronto, Bachelor of Applied Science

Expected Graduation: 2020

- **Program:** Industrial & Systems Engineering Major | Business & Artificial Intelligence Minor
- **Grades:** Cumulative Average (3.96/4.0 CGPA) | **Ranked 1st in a class of 128**
- **Scholarship:** Awarded \$83,000+ in scholarships for demonstrated academic merit and community contribution
- **Competition:** 1st Place, 2016 UTEK Consulting Case Competition, invited to Ontario Engineering Consulting (OEC) competition Most Innovative & Ambitious Award, 2018 McKinsey Challenge Case Competition

PROFESSIONAL EXPERIENCE

Oliver Wyman

New York City, USA

Consultant

May - Aug 2019

- Created analytical block forecasting models for a major international airline to improve its scheduling resilience, which resulted in a 2.4% increase in system-wide predictive accuracy without compromising hit-rate targets, translating to upwards of \$30M+ in savings
- Built product roadmap and shipped an internal content management application to allow better discovery, showcasing, and sharing of the Studio's business offerings and assets internally to an audience of 65,000+, resulting in direct time savings of \$640K annually

Shopify

Toronto, Canada

Data Scientist

Jan - April 2019

- Built foundational data pipelines in Python and PySpark for Shopify's retail business function to conduct predictive analysis and visualizations; owned all analysis requests pertaining to retail hardware subfunction and Shopify's POS Next launch
- Hackathon project "Carbon Offset"—which offers merchants options for offset their footprint—won 1st place from ~200 projects
- Created KPI dashboards to identify unexplored sales avenues to grow Shopify hardware store's \$7M+ business

The Poirier Group

Toronto, Canada

Management Consultant

Sept - Dec 2018

- Managed a short-term project for an aviation company on responsibility alignment, current infrastructure, FP&A risk assessment that lead to \$200K in annual savings and the selling of subsequent implementation work
- Collaborated in a team of four to develop and implement strategies and technology around its import purchase order process to drive turn-around for a F500 discount retailer to realize \$3.8M+ in annualized savings
- Started and established structure for the firm's pro-bono consulting branch by spearheading a first engagement with a provincial non-profit, which entailed devising a system to automate KPI tracking critical to their continued eligibility for \$5.3M+ in funding

Citigroup

Toronto, Canada

Tech/BI Analyst, ICG

June - Aug 2018

- Implemented 4 independent team-wide process-improvement projects, collectively reducing 1.25 FTE of operational effort
- Created 2 dashboards which allowed for proactive issue monitoring and resolution for the Foreign Exchange (FX) platform, resulting in \$150K in annual savings and recognition from global director of FX support

PricewaterhouseCoopers (PwC)

Shanghai, China

Risk Assurance Associate

July - Aug 2017

- Established critical IT audit control points and performed testing on 4,000+ samples to evaluate risks in a multi-billion insurance company's credit review process; influenced executive management to prioritize IT infrastructure redesign
- Self-identified operational inefficiencies in the audit process to create an automation toolkit that increased efficiency 10x with estimated savings of \$120K; toolkit was distributed across a 20+ team and influenced senior leadership to hire more developers for automation

LEADERSHIP

- **Co-Founder | Sustainability Career Fair:** Lead a core team of 6 to co-found University of Toronto's 1st Sustainability Career Fair, attracting 800+ students, 35+ companies in attendance, and \$8,000+ in revenue
- **VP Business Development | Women in Science and Engineering (WISE):** Streamlined internal and external business development to grow partner portfolio by 150%, surpassing \$100K+ in sponsorship value for the first time in 5 years

INTERESTS: Running (3x Half-Marathon Runner), Certified freediver, Women in Science and Engineering Outreach