Yajie (Zoe) Xiao

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GitHub | LinkedIn | Personal Website

EDUCATION

New York University   New York City, United States
M.S. in *Data Science*   Sep 2022 - May 2024

New York University Shanghai   Shanghai, China
B.S. in *Data Science*, Minor in *Interactive Media Arts* (Dean's List)   Sep 2018 - May 2022
Study Away at New York University Abu Dhabi from Sep 2021 to May 2022

SKILLS

Languages: Native in Mandarin Chinese; Proficient in English
Data Science: Python and Machine Learning Toolkit (NumPy, Pandas, SciPy, Matplotlib, Scikit-learn), MySQL
Software Engineering: HTML, CSS, JavaScript (React, React Native, D3), Python Flask, Git
Software Skills: Jupyter Notebooks, Spyder, LaTeX, PowerBI, Adobe XD, Figma, QGIS, Stata, SPSS

WORK EXPERIENCE

Fabernovel (Strategy)   Shanghai, China
Data Analyst Intern   May 2021 – Aug 2021
- Built and maintained 5 key dashboards to track Consumer Relationship Management metrics including Customer Lifetime Value, Customer Churn Rate using PowerBI
- Designed Chinese Natural Language Processing tools in Python and implemented sentiment analysis, topic extraction, and word frequency statistics to analyze consumer feedback, quantified the overall customer experience for 5 projects
- Drafted 5 major data insight reports, summarizing key metrics and presenting visualizations for 3 client companies

FNZ (FinTech)   Shanghai, China
Engineer Intern   Jun 2021 – Aug 2021
- Assisted project deliverables and UX testing in an agile team, reporting to 3 Asset Management Firms
- Built 20+ UI for finance app across iOS and Android, including modules such as Investments, Documents, Transactions
- Designed interactive analytics dashboard with UI design team, led a team of 5 to build the dashboard

PROJECT EXPERIENCE

Using Satellite Image Data to Understand Market Access   New York University Abu Dhabi
Visiting Student Research Assistantship Award   Sep 2021 – May 2022
The project exploited a large volume of satellite image data in topography to provide a new measure of market access for evaluating the contribution of an area's interconnections to its level of economic activity. The derived measures were based on theories in linkage analysis associated with the Leontief inverse matrix and were created using Python and QGIS.

User Behavior Analysis on Social Network Under Data Privacy Risks   New York University Shanghai
Summer Dean's Undergraduate Research Funding (DURF) Scholarship   Jun 2021 - Aug 2021
- Developed a Python web-scraping program to extract data of 10,000+ rows from Weibo (Chinese social platform)
- Ran linear regression models between user satisfaction index and related factors including user engagement, post count, and posting time, generated correlation analysis and model summary statistics

End-to-End Chinese Carplate Detection and Recognition System   Mar 2021 - May 2021
The Computer Vision project utilizes Python to detect and recognize Chinese carplate from 1000+ CCTV images using deep neural networks LeNet-5 and YOLOv5, resulting a Chinese character recognition model with 90%+ accuracy.   GitHub

Online Flight Ticket Reservation System   Apr 2021 - May 2021
- Identified key entities in online booking to build a flight ticket reservation system, allowing customers, booking agents, and airline staff to purchase tickets, view flight status, and view commission for agents; designed E-R diagram
- Implemented front-end application using HTML, CSS, JavaScript, and utilized MySQL to connect back-end Python Flask App and relational database .   GitHub