

# RICHARD XU

(669) 264-8398 | richardxu2003@gmail.com | www.linkedin.com/in/richardxu81826 | https://github.com/richardxu721

## EDUCATION

**University of California, Los Angeles** | Los Angeles, CA

Sep 2021 - Present

B.A. in Economics; B.S. in Statistics & Data Science

- Cumulative GPA: 3.72
- Relevant Coursework: Applied Geostatistics; Practice of Statistical Consulting

## TECHNICAL SKILLS

**Languages:** Python, R, SQL, Bash

**Technologies & Tools:** Git, Github, Microsoft Office, Google Suite, Salesforce, Google Ads, SEO

**Programming Libraries:**

- **Python:** Scikit-Learn, Pandas, NumPy, Imbalanced-learn, Matplotlib, XGBoost, NLTK
- **R:** ggplot2, tidyverse, tseries, forecast, maps, Quarto

## WORK EXPERIENCE

**Nikira Labs Inc.** | Mountain View, CA

Jul 2023 - Present

*Sales and Marketing Analyst Intern*

- Proposed 10+ product improvements to C-suite executives, 8 improvements accepted for implementation
- Utilize Salesforce Admin to tailor a custom GUI and reports visualizing lead status funnel progression
- Present market penetration strategies based on product's strengths in relation to competitors
- Developed Python web scraper to efficiently find contacts of 300+ high relevance industry leads

**UCLA BES Aquaponics Team** | Los Angeles, CA

Sep 2024 - Present

*Project Lead*

- Leading the development of a \$40,000 aquaponics system on campus to promote sustainable agriculture
- Planning and facilitating bi-weekly meetings with Plants/Fish & Engineering teams ensuring project alignment
- Communicating with campus administration and facilities to navigate logistics and secure project approvals
- Managing project finances, including budget allocation and expense tracking

## PROJECTS

**Trump Tweets Analysis** | Python, Scikit-Learn, Imbalanced-learn, XGBoost

- Applied Natural Language Processing techniques to identify key terms and patterns in Donald Trump's 2021 tweets, focusing on word importance and linguistic analysis
- Cleaned data and applied SMOTE to prepare balanced datasets for data analysis
- Made word cloud visualizing Trump's most commonly used words

**Personal Quarto Website** | R, Git, Quarto

- Developed and actively maintaining a personal website using Quarto, continuously updating the site with professional insights, technical blogs, and relevant personal projects
- Utilize Git and Github for version control and seamless deployment

**Nikira Labs Methane Gas Heat Map** | R, OpenStreetMap

- Collected and analyzed methane emissions data, identifying key experimental control factors for data integrity
- Leveraged R to validate sub-ppb precision of gas analyzer readings, reinforcing product reliability
- Developed gradient heat maps using the OpenStreetMap R package to visualize methane concentration trends, enhancing performance insights for marketing and sales strategies