Shannon Lu

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EDUCATION

Carnegie Mellon University

Dietrich College of Humanities & Social Sciences Dual Degree

B.S. in **Information Systems**, Minor in **Human Computer Interaction**

B.S. in **Statistics & Machine Learning**

Graduation: May 2020

GPA: 3.8 / 4.0

SKILLS

Technical
Python
R
SQL
Java
HTML / CSS
Ruby on Rails

Data
Statistical Inference
Regression Analysis
Data Visualization
Database Management

Design
Wireframing
User Research
Affinity Diagramming

People
Adaptability
Collaboration
Time Management
Problem Solving
Organization

ACTIVITIES

Alpha Kappa Psi Professional Business Fraternity

alpha Kappa Delta Phi Sorority

Statistical Computing (36-350) Teaching Assistant

EXPERIENCE

Deloitte / Analytics Intern
Summer 2019 | New York, NY

Performed data remediation on a Bank's regulatory reporting - process involved detailed system assessments, logic transformation review, and quality assurance on all work streams.

Viacom / Audience Science Intern
Summer 2018 | New York, NY

Owned weekly performance reporting for 3 TV Land and Comedy Central shows on digital advertising campaigns which provided understanding of how marketing efforts drive tune-in and brand awareness.

SELECTED PROJECTS

Black & Veatch Incident Data Reporting Dashboard
September 2018 - December 2018

Utilized my interdisciplinary background to help build a reporting dashboard to analyze Black & Veatch's historical data on recorded incidents, injuries, and property damage cases. Awarded third place at Meeting of the Minds, Carnegie Mellon's annual Research Symposium.

Inclusant Client Onboarding Process Redesign & Development
January 2019 - May 2019

Improved the efficiency of Inclusant's client onboarding process by enhancing the user experience and information architecture of their website, and streamlined operations to better allocate resources to further their organizational mission.

LEADERSHIP

TEDxCMU / Webmaster, Public Relations
Fall 2017 - Spring 2019 (Web), Fall 2019 - Spring 2020 (PR)

Responsible for all aspects of the TEDxCMU website - redesigned and implemented Versions 2 & 3 of the site, incorporated analytics to better understand our site audience, and developed a method for handing off ownership for sustainability. Shifted focus to promotional efforts across different mediums, social media platforms, in addition to the website.

Residential Education / Resident Assistant, Community Advisor
Fall 2017 - Fall 2018 (RA), Spring 2019 (CA)

Facilitated positive residential experiences for 30+ students as an RA by hosting weekly programming events, assessing and responding to residents' needs, and providing constant support. Promoted to CA role to lead a team of 5 RAs to develop a strong sense of community among 140+ residents by fostering an environment that allows for personal and academic success.

ECAASU Conference / Marketing & Outreach
Summer 2019 - Spring 2020

Successfully outreached to 900+ students from across the East Coast to attend Pittsburgh's first ever East Coast Asian American Student Union (ECAASU) conference, the largest conference in the nation hosted by and for Asian American and Pacific Islander students.