Pengyin Shan

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EDUCATION

Schulich School of Business, York University, Toronto, ON   2018-
Master of Business Administration Candidate   2020 (Expected)
- *Research Consultant*, led Schulich graduate student survey using Qualtrics, analysis data and presentation to stakeholders
- *Winner Team*, Net Impact Case Competition, Schulich Marketing Association Case Competition
- *Participant,* RBC's Data Driven Strategy Bootcamp

College of Engineering, The Ohio State University, Columbus, OH, U.S.   2009-2013
Bachelor of Science, Computer Science Engineering

AI&DATA PROJECTS

Individual Research, Data Analysis & Machine Learning   Present
- **Research:** Designing and implementing application to categorize customer information and generate business strategy using machine learning algorithms and Tableau

Team Leader, Data VizArt Student Challenge, Toronto, ON   Jan 2019
- **Data Analysis:** Crafted data network, analyzed data attributes and generated business insights and strategies for the Canada real estate investors from 5000+ data objects
- **Leadership:** Led a team of three to create Tableau presentation with interactions to improve the user experience

Team Leader, The Thales Student Innovation - AI Championship, Montreal, QC   Nov 2018
- **Research:** Created a python program to cluster tweets' emotions and predict stock using Word2Vec algorithm by self-studying natural language processing theories from scratch and analyzing business use cases of machine learning
- **Leadership:** Planned project milestones, facilitated brain-storm sessions and distributed tasks to a team of two by utilizing team players' strengths, leading team ranking the top 8th out of 48 teams in Canada

PROFESSIONAL EXPERIENCES

Program Analyst, Library Applications, University of British Columbia, Vancouver, BC   Feb-July 2018
- **Customer Retention:** Analyzed, prioritized and resolved digital incidents for 500,000+ users over the world to maintain customer satisfaction rate of 98%+ and reported waiting time <2 days per week
- **Customer Experience Design:** Virtualized digital presentations of 200,000+ books using D3.js, AngularJS and node.js with teammates to raise the estimated visits of sites to be 2,500,000+ per day

Web Developer, Communications & Public Affairs, Emory University, Atlanta, GA, U.S.   Nov 2015-Nov 2017
- **Digital Solution Development:** Collaborated with a team of six to create marketing websites based on data-driven and mobile-first design strategy using Boostrap3 and jQuery to generate estimated revenue of $1,500,000+/year
- **Content Optimization:** Boosted traffic to 230,000+ visits/day per site by optimizing SEO and polishing social media content

Application Developer/Designer, Distance Learning, Florida State University, Tallahassee, FL, U. S.   Aug 2014-Nov 2015
- **Enterprise Solution Architecture:** Designed and created the online exam appointment system for 500+ courses and 40,000+ students using Java and Oracle SQL, reducing the average waiting time of student by 30+ minutes
- **Leadership:** Led team study sessions to adopt the agile methodology, enabling the predictable and flexible delivering process and improving stakeholder engagement by setting scrum meetings with clients

Internship(s) – Excel Application, IBM & Hyland Software Inc.   Summer 2011 & 2012
- **Leadership:** Led and facilitated the VBA tutorial workshop to the international QA team of seven to teach the macro-enabled Excel Template, saving 30% of the team's average working time in Hyland Software Inc.
- **Process Optimization:** Optimized 155 worksheets for IBM China ERP team to reduce the preparation time of 20 mins

ADDITIONAL

Technical Skills: Python, Java, Tableau, D3.js, SQL, Excel, VBA, TensorFlow, Spark, Weka, HTML5, CSS3, SASS, webpack, JavaScript, AngularJS, node.js, Agile, Microsoft Visio, Jira, Hadoop, CNN, RNN, NumPy, Matplotlib, NLP, Slack

Certifications: edX Certification of Scalable Machine Learning and Introduction to Big Data with Apache Spark; Oracle Certified Associate, Java SE 7 Programmer