

Sihang Sun

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Education

Northeastern University Boston, MA <i>Master of Science, Information Design and Data Visualization</i>	Overall GPA: 4.0/4.0 Apr 2023
Columbia College Chicago Chicago, IL <i>Bachelor of Arts, Photography</i>	Overall GPA: 3.9/4.0 May 2016
Jilin University Changchun, Jilin <i>Bachelor of Arts, Journalism</i>	Overall GPA: 3.7/4.0 Jun 2014

Work Experience

MassDOT/MBTA, Boston, MA <i>Data Visualization Designer/Business Intelligence Analyst/</i>	Sep 2023–Present
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Design, develop, and maintain data visualizations, infographics, dashboards, and data-rich websites using Tableau, Adobe Creative Suite, and coding skills in a shared service organization between the Massachusetts Department of Transportation and the Massachusetts Bay Transportation Authority.

- Led the redesign and development of MassDOT's Annual Report website, partnering with stakeholders to use visual storytelling that makes transportation metrics more engaging and accessible.
- Established a design system for MassDOT's Annual Report website to standardize components, improve efficiency, and ensure consistency across pages and future editions.
- Transform complex data analysis into over 10 visually engaging infographics each quarter, effectively communicating key insights for MassDOT's Travel Behavior Memo. Adapt these visuals for various formats, including PDF reports, presentation slides, and materials for board meetings.
- Designed and created MBTA's Monthly Rider Panel Report for senior leadership, providing insights to drive decisions on enhancing customer satisfaction. Collaborated with data engineers to streamline data flow and automate the report generation in Tableau.
- Collaborate with analysts, policymakers, and researchers in a cross-functional team to provide ideation and technical support in data visualization, visual design, and storytelling, tailored to their needs and business requirements.

<i>Data Visualization Assistant</i>	Jul 2022–Sep 2023
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- Developed and implemented visual guidelines for 100+ data visualizations in MassDOT's Annual Performance Report to ensure consistent branding and clearly communicate key metrics.
- Collaborated with stakeholders and technology teams to design and launch 6 responsive dashboards on MBTA.com.
- Successfully executed an ad hoc dashboard from analysis to publication within one month to deliver on General Manager's commitment to publish data on subway trip times.
- Demonstrated organizational and time management skills by stepping in during the unexpected long-term absence of the data visualization manager and successfully delivered several high-profile projects.

VOC Media, LLC, Chicago, IL

Journalist

Jan 2017–May 2021

Planned, investigated, wrote and edited news stories concerning Chicago's Chinese communities, including topics related to immigration, civic engagement, and local interests. Conducted interviews, took photographs, and analyzed data to write and publish new articles (average of 5 per week).

- While researching stories, used technical skills to analyze and interpret complex data sets to uncover trends and patterns, resulting in the creation of informative data-driven stories.
- Conceptualized and produced engaging graphics, intuitive user interfaces, and effective data visualizations to support and supplement news storytelling.
- Managed social media accounts with 50,000+ followers, to drive viewership by utilizing follower insights and analytics. This enabled editors to make better data-driven decisions about story interests and contributed to a 100% growth in subscriptions.
- Effectively prioritized tasks and managed time to meet story publication deadlines accurately and efficiently, often with short turnarounds.

Skills

Data Visualization: Tableau, D3.js, RAWGraphs, Datawrapper, Charticulator

Data Analytics: R, Python, SQL, Tableau Prep, Excel

Technical Skills: HTML, CSS, JavaScript, MS Office, Virtual Meeting/Collaboration Tools

Design: Webflow, Illustrator, InDesign, Photoshop, Figma, Adobe XD

Languages: English (fluent), Mandarin Chinese (native), Korean (conversational)

Published Works Related to Data Visualization

"MBTA Performance Metrics Dashboard", MBTA.com, Nov 2022

"Tracker 2022, MassDOT's Annual Performance Report", massdottracker.com, Jan 2023

"The Industry Behind Your Vote: A Visual Essay", tacticaltech.org, Feb 2023