

# SIMRAN ARORA

Philadelphia, PA

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Master of City Planning candidate with three years of experience in urban design, planning and project management. Internship experience in demographic, economic & real estate analysis and geospatial data development. Interested in geospatial data science, visualization and mapping, and seeking full-time opportunities in the transportation planning, economic development and urban analytics industries.

## EDUCATION

### University of Pennsylvania, Philadelphia PA, Expected May 2023

Master of City Planning, Concentration in Transportation and Infrastructure Planning

- **Leadership:** Councilwoman on Inter-Professional Women's Committee, Leadership for Penn Transportation Club
- **Projects:** Planning Studio for West Philadelphia Neighborhoods, Predicting Home Sale Prices for Philadelphia, Analyzing Origin-Destination Trends for University City in Philadelphia, Visualizing Philly's Crash Data

### Academy of Architecture, University of Mumbai, Mumbai India, May 2018

Bachelor of Architecture

- **Awards:** PCERF Urban Design category winner (2018), Destech Challenge for Smart Cities (2018)
- **Internships:** Research Intern at World Resources Institute, Landscape Architecture intern for Green Space Alliance, Writing Intern for Indian Architect & Builder

## RELEVANT EXPERIENCE

**U3 Advisors**, Philadelphia PA, May 2022 - current

**Graduate Intern**

- **Demographic, Economic & Real Estate Analysis:** Analyzed census, employment, migration and real estate data using R to build insights for downtown development. Organized data spatially using ArcGIS to build reports.
- **Retail Demand Forecasting:** Developed models based on ESRI Business Analyst reports for supportable retail square footage for a university town and a downtown neighborhood.

**PolicyMap**, Philadelphia PA, May 2022 - August 2022, 3 months

**Data Development Intern**

- **Data Development:** Cleaned, processed and documented data in SQL and created pipelines for new datasets.
- **Updating Datasets:** Weekly & monthly data processing for the PolicyMap website for healthcare, housing and census-related datasets. Collaborated with production team to update data on the platform.

**StudioPOD**, Mumbai India, May 2018 - July 2021, 3 years

**Architect**

- **Mixed Use Masterplanning:** Led a 100 acre residential, low-density masterplanning project in Bangalore, India. Assisted in two ~70 acre mixed-used masterplans based on the concept of landscape urbanism. Designed detailed design reports, presentations and renderings.
- **Urban Design and Placemaking:** Assisted in a heritage precinct masterplanning project in Puri, India. Created several concept-level presentations for pedestrian zones, street designs, plazas and other public spaces in Mumbai and Pune.
- **Advisory:** Won the '[Eyes on the Canal](#)' competition organized by GIZ and UDC, India, as part of a 5-person team. Worked on developing strategies based on participatory planning and placemaking to revive the Buckingham Canal in Chennai, India. The funding continued for a year to develop a [comprehensive report](#). Worked presented at London Biennale, 2021 and International Architecture Biennale Rotterdam, 2021.

**Partners for Urban Knowledge, Action & Research**, Mumbai India, June 2018 - June 2019, 1 year

**Youth Fellowship Recipient (Part-Time Researcher)**

- **Research:** Led a team of 8 Fellows to develop designs for spaces under flyovers. Studied negative spaces under flyovers in Mumbai, created and conducted surveys and interviews with surrounding communities to propose a design for one such space. All the work was compiled into a report: 'Studying Urban Voids'. This work was presented at the Tata Institute of Social Sciences in June 2019.

**PROJECT:** Comparing Factors for Bike Trip Generation for Philly & Boston

**For Geospatial Data Science in Python class**

- Cleaned and analyzed data using Python for Philadelphia and Boston's bikeshare systems to compare the factors that generate bike trips. Packages used: geopandas, hvplot, OSMnx, cenvy and sklearn
- Visualized correlations using maps and charts. Data used: Open data from Indego and Blue Bikes, Census data, weather data, amenities data from Open Street Maps. Created a web page to show results and analysis.

## SKILLS

**Transportation Planning** R (STPLANR) | VISUM & VISSIM

**Geospatial Data Analysis** ArcGIS | Python | R | SQL | JavaScript | ESRI Business Analyst & Field Maps

**Design Software** AutoCAD | SketchUp | Adobe Suite (InDesign, Photoshop, Illustrator) | Rhino | Lumion

**Urban Design** Street Design | Plaza + Public Parks | Waterfront Design | Design Programming

**Other** Writing | Graphic Design