VANESSA CHAN

213-551-5668 ● vanessachan2003@g.ucla.edu ● Visa sponsorship **not** required

EDUCATION

University of California, Los Angeles (UCLA)   **Los Angeles, CA**
B.S. in Data Theory and minor in Study of Religion
GPA: 3.83/4.00 | Skills: Scrum/Agile, R Studio, PostGreSQL, Python (Pandas, Numpy), Tableau, Mandarin Chinese
Notable Coursework: Multivariable Calculus, Linear Algebra, Introduction to R Code (STATS 20), Introduction to Computing (C++), Microeconomic Theory, Introduction to Python and other Data Technologies (STATS 21), Probability, Data Analysis and Regression

PROFESSIONAL EXPERIENCE

Rakuten Viki (Asian Drama Streaming Platform)   **Singapore**
Product Management & Data Intern   *Jun 2022 – Aug 2022*
● Organized and led the bug bash the new web explore tab upload through crafting user-stories. Managed different groups of engineers, designers, data scientists, and product managers to check for bugs in their respective crafts.
● Used data Looker and Google Sheets to construct a performance threshold for a new community feature on Viki
● Analyzed data on Looker for clicks, impressions, and click-through rate, as well as Amplitude user-journey trees to make decisions yielding optimum engagement.
● Constructed product hypothesis on the effect of new content releases on viewer engagement and determined effect with data
● Familiarized with scrum and agile project management workflow, as well as led backlog refinement meeting

Ground-Up Initiative (NGO)   **Singapore**
Project Manager - Soil Regeneration Series   *Nov 2020 – Jan 2021*
● Organized GUI's very first purely informational talk on Soil Regeneration, gaining a profit of $634.09 during the tough COVID-19 times with over 30 participants
● Got in contact with the environmental clubs of 7 polytechnic institutions, as well as the National Parks Board of Singapore to promote this to local farmers, gardeners, and students.
● Wrote and presented a proposal regarding the pricing, social media aesthetics, marketing strategies, and content of the talk; convinced the Sales team to implement the talk as a long-running project

CLUBS & LEADERSHIP

Cadenza A Cappella   **Los Angeles**
Social Chair, Finance Committee Member   *September 2022 – Current*
● Lead team calendaring for social events each quarter
● Organized food, lodging, transportation, team bonding, and outdoor activities for members
● Built financial spreadsheets to track the various social costs, yearly subscriptions, and funding reimbursements through the year
● Filled out the funding application from the school's student union in a timely manner, as well as brainstormed and ideated for our upcoming fundraising project

UCLA Southeast Asian Coalition   **Los Angeles**
Singapore Student Association Representative   *September 2022 – Current*
● Represents Singaporean students perspective and activities during weekly meetings
● Plans social, social justice, or volunteering events to build coalition between Southeast Asian students in UCLA

Boston Consulting Group x UConsulting Case Competition   **Los Angeles**
Team Member, Semi-Finalist   *Feb 2022 – March 2022*
● Researched and made a slideshow about the food delivery industry in the US and China, learning about the industry dynamics, market size, competitive landscape, and future trends
● Researched and presented about possible entry strategies for Doordash's entry in the China Market; learnt about market-entry strategies, how to make cost, revenue, and profit estimates through case studies, and business implementation timelines

Advanced Topic: Data Analysis and Visualization   **Singapore**
Independent Project   *Aug 2020 – Jun 2021*
● Used R-Studio and Tableau to conduct single variable analysis, double variable analysis, and linear regression to study the SAT testing patterns of New York City high schoolers by borough