

# YIFAN GONG

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3600 N Hills Dr. | Austin, TX

## EDUCATION

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<b>The University of Texas at Austin</b>	Austin, TX
Master of Science, Information Studies	May 2019
Specialization: Human-Computer Interaction, User Experience	
<b>Hunan University</b>	Changsha, HN
Bachelor of Engineering, Digital Media Technology	Oct. 2016
<b>Arizona State University</b>	Tempe, AZ
Visiting Student, Digital Culture (Media Processing)	2015
Scholarship from China Scholarship Council	

## PROJECTS

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### **Recipe Recommender System Using Image Recognition of Food Ingredients:**

Designed a recipe recommender system using machine learning neural network to recognize food ingredients in the image. **Best project awarded by popular vote**

### **Crowdsourcing for Computer Vision:**

Designed experiments to test the efficiency of crowdsourcing tasks to annotate objects in images for data to train machine learning algorithm.

### **Kinect-Based Air Writing and Character Recognition:**

Used Kinect and OpenCV to recognize numbers hand written in the air.

### **Game Design:**

Used Kinect and Unity3D to develop a motion sensing military game.

## SKILLS

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**Application:** Unity3D, Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Microsoft Office

**Web Design:** HTML, CSS, JavaScript

**Programming:** C/C++, Python, OpenCV, Azure

**Visualization:** Tableau, Processing

## PROFESSIONAL EXPERIENCE

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Mango TV Changsha, HN

Data Analyst Intern Feb 2017 – June 2017

- Analyzed, presented and reported pageview and market attention data for online video platform to measure user engagement.
- Collected user feedback from social media and traditional media.
- Conducted and reported weekly competitive analysis to measure success of video content.

Bosch Changsha, HN

Database Management Intern Jan 2016 – Apr 2016

- Maintained IT equipment database to track purchasing, inventory, and lending for automotive product company.
- Communicated software installation information and IT support to internal customers.

Hunan University Changsha, HN

Research Assistant 2013 – 2015

- Built and maintained lab website.
- Designed functions and created prototype for an Android parking application.

## SCHOLARSHIP & AWARDS

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First Prize, National Students' Innovation and Entrepreneurship Training Program (SIT) 2015

The 1st Class Scholarship of Understanding Student conferred by Hunan University 2014

Adobe Visual & Graphic Designer Vocational Certification