

leann woo

University of California,
Los Angeles

B.S. in Cognitive Science,
minor in Statistics,
specialization in Computer
Programming

Relevant Coursework

Advanced C++, Neural Networks,
Computational Statistics with R,
Design and Analysis of
Experiment, Matrix Computation
and Optimization for Statistics,
Statistical Models in Finance,
Python and Applications,
Programming for the Internet,
Regression Analysis

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work experience

System1

System1 is a ad-tech firm that focuses on the use of data and technology to make advertising better for consumers and advertisers.

UCLA Alfaro Lab

The Alfaro lab is run by Dr. Michael Alfaro at UCLA and focuses its studies in macroevolution and biodiversity. It aims to reconstruct the tree of life for fishes.

The Daily Bruin

The Daily Bruin is UCLA's award winning daily newspaper, and is currently ranked as the best college newspaper in the country.

interTrend Communications

interTrend is an advertising agency that focuses on the Asian community. Their clients include Toyota, AT&T, Chase, State Farm, and many others.

Data Analyst Jul 2018- present

- Automate recurring reports in Python for account managers by working with APIs, such as Google Sheets and Slack
- Initiate and analyze strategic A/B testing for UI, user engagement and monetization changes
- Write SQL queries for account managers to monitor progress on experimentation
- Create visualizations from multiple data sources in Tableau for account managers to break down and understand

Machine Learning Research Assistant Dec 2017- Oct 2018

- Created a classifier in Tensorflow and Keras to categorize fish images into their respective families
- Sampled smaller portions of fish images to gain more granular recognition for patterns (i.e. eyespots, stripes)
- Created functions to display clear dashboard of output data from classifier
- Analyzed where misclassified species fell; i.e. false positives or true negatives
- Wrote Python scripts to automate the organization and creation of thousands of files to assist other researchers

Graphics Editor, previously Assistant Design Director Oct 2014 - Jun 2017

- Led a team of 15 people to produce weekly content related to student life at UCLA.
- Taught a group working on a data heavy project how to scrape information from Facebook groups using available Github repositories.
- Cleaned and organized data in R to search for usage patterns within Facebook groups and matched how that aligned with the academic calendar. Hand categorized post content to find what campus issues students were most passionate about.
- Converted collected data into an elegant graphic on Facebook page usage which was printed and posted to social media. Gained 17 times more impressions than a typical post.

Creative Intern Jun 2015 - Aug 2015

- Completed pro-bono rebrand of NAAPIMHA (National Asian American Pacific Islander Mental Health Association): new logos, website, and more. Included brand guidelines for future organization autonomy.
- Held several focus groups of Asian American millennials, each comprised of 5 people, to see how connected they felt to their community when talking about mental health. Found that they had a difficult time talking to their elders and peers, and found most campaigns to be campy.
- Created a campaign that combined personal experiences and art to help showcase mental health as a relatable issue amongst Asian American millennials, as well as a proposed budget. NAAPIMHA executed two of the five proposed campaign elements.

skillsets

Design:

Adobe CC

Web:

HTML, XHTML, CSS,
JavaScript, XML, PHP

Programming:

Python, C++, Java,
Qt

Data:

R, Excel, SQL,
Tableau, Matlab,
Google Analytics,
Facebook Business

projects

Phenotypic Recognition in Fish

- Used Python libraries Tensorflow, Keras, and Scikit-Learn to tested different algorithms (CNN, random forest) to see which best classified different images of fish
- Implemented k-fold cross validation to improve classification
- Was able to use trained model to correctly classify between two families with an accuracy of 98%

Facial Recognition Network

- Using MATLAB and R, created a backpropagation network to train system to differentiate between male and female faces
- Able to produce a network with 75% a recognition accuracy, given noise such as facial hair and glasses