

ANELA YUKIE CHAN

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EXPERIENCE

Tumblr New York, NY

Data Scientist, Analytics 1/17-Present

- Lead product analytics for the Discovery and Search team, and build company-wide analytics tools.
- Define key metrics, design A/B tests and analyze data around features such as algorithmic dashboard streams and content recommendations. Conduct analyses to help decide what to build next.
- Create ETL infrastructure for KPI reporting. Spearheaded development of a new framework for ETL, bringing modularization and unit testing into the Analytics code base for the first time.
- Build analytics tools in general, such as reusable Jupyter notebooks for A/B test analysis.

Contently New York, NY

Lead Data Scientist 9/15-12/16

- Developed data products from prototype to deployment, and analyzed data for decision-making.
- Created a recommender system to match Contently's content marketing clients with potential contributors from its freelancer network, driving all stages of R&D from algorithm experimentation to user testing to log-based algorithm evolution. Applied web development skills to transform the recommender from proof-of-concept to robust internal tool for Contently talent scouts.
- Collaborated with product managers and developers to prototype and deploy tools such as recommendations for creating content and machine learning-based predictions for categorizing users.
- Conducted data analysis to drive product direction and business strategy. Presented findings to product managers and decision-makers. Led efforts to improve data quality and consistent KPI measurement.

DataKind New York, NY

Data Expert 2/16-9/16

- With a pro bono team, built an information extraction system for the YMCA national organization, with the aim of aiding measurement, benchmarking and analysis of YMCA branch operations.

Monash University Melbourne, Australia

Tech Lead 7/14-9/16

- Led development and strategy for an interdisciplinary team creating a web app for sharing and visualizing soundscapes field-recorded around urban Japan.
- Designed and developed the application with Node, Express, MongoDB and JavaScript.
- Defined goals and KPIs, built dashboards. Implemented features, redesigns and marketing/distribution programs according to goals. Tripled website reach and doubled engagement with key features.

Northrairie Melbourne, Australia

Data Scientist 3/15 - 2/16

- Assisted with data analysis, data engineering and data visualization part-time for a boutique consultancy.

Federal Reserve Bank of New York New York, NY

Senior Economic Analyst 5/10 - 7/13

- Provided research coverage for the Emerging Markets policy analysis group, and supported the emerging markets group with all data needs.
- Performed quantitative analysis and forecasting of macroeconomic indicators.
- Wrote briefings, analytical pieces and risk analyses for a policymaker audience.
- Produced dashboards and visualizations to present trends to senior decision-makers and officials.
- Designed and implemented the group's first relational database, including front-end interface, to improve analyst access and reduce data management task time.

EDUCATION

University of Melbourne Melbourne, Australia

Master of Information Technology, Computing 2013 - 2015

- GPA 86.6/100 (First-Class Honors)
- Final project: Natural language processing, data visualization and web development for consumer product search.

University of California, Berkeley Berkeley, CA

Bachelor of Arts, Economics 2006 - 2009

- GPA 3.92/4.0 (magna cum laude)

SKILLS

Data analysis

- Python (numpy, scipy, scikit-learn, nltk, pandas, gensim)
- d3.js
- Excel

Databases and data frameworks

- Hive/Hadoop
- Spark
- MySQL
- PostgreSQL
- ElasticSearch
- MongoDB
- SQLAlchemy

Web development

- Flask
- jQuery
- JavaScript
- HTML/CSS
- Node.js
- Ruby on Rails
- AWS
- Git/GitHub
- Semaphore
- Jenkins

Web scraping

- Scrapy
- BeautifulSoup

Web analytics

- Mixpanel
- Google Analytics