

ANELA YUKIE CHAN

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EXPERIENCE

Contently New York, NY

Lead Data Scientist 9/15-Present

Work on all data products from prototype to deployment, and analyze data for decision-making.

- Build a recommender system to match Contently's content marketing clients with potential contributors from its freelancer network. Drive all stages of R&D: algorithm experimentation, offline validation, prototyping, user testing and algorithm evolution based on click data.
- Apply web development skills to transform the recommender from proof-of-concept to robust internal tool for Contently talent scouts.
- Collaborate with product managers and developers to prototype and deploy tools such as recommendations for creating content and machine learning-based predictions for categorizing users.
- Conduct data analysis to drive product direction and business strategy. Present findings to product managers and decision-makers across the company. Lead 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 system for analysts at the YMCA national organization, with the aim of aiding measurement, benchmarking and analysis of YMCA branch operations.

- Created a system to crawl and scrape the websites of over 2600 YMCAs, plus scripts to extract information (partner names/locations and page visibility).

Monash University Melbourne, Australia

Product Manager / Tech Lead 7/14-9/16

Served as product manager and full-stack developer on an interdisciplinary team building a web app for sharing and visualizing soundscapes field-recorded around urban Japan.

- Designed and built 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, engineering and visualization at a consulting firm: exploratory analysis, ETL scripting based on web scraping and d3 dashboard development.

Federal Reserve Bank of New York New York, NY

Senior Economic Analyst 5/10 - 7/13

Provided research coverage on Asia 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 international economic and financial trends to senior decision-makers across the Federal Reserve.
- 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 IT, 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
- Spark
- Excel

Databases

- MySQL
- PostgreSQL
- MongoDB
- ElasticSearch
- SQLAlchemy

Web development

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

Web scraping

- Scrapy
- BeautifulSoup

Web analytics

- Mixpanel
- Google Analytics