Ziyue "Loretta" Hu

+ 1 424-440-9201 | lorhu09@g.ucla.edu | linkedin.com/in/lorettahu | https://github.com/lorhzy09

EDUCATION

University of California, Los Angeles   Los Angeles, CA
BS in Statistics and Data Science, minor in Data Science Engineering   *Expected 06/2025*
- GPA: 3.9 / 4.0; Dean's Honors List recipient
- Relevant coursework: Machine Learning, Data Science in R, Algorithms and Data Structures, Analysis and Regression, Multivariable Calculus, Linear Algebra

EXPERIENCE

UCLA Library   09/2023 – present
Consultant / Norman Powell Data Scientist   *Los Angeles, CA*
- Help researchers manage their data through each phase in the lifecycle of the research (both utilizing software asynchronously and via weekly in-person office hours)
- Create and consult researchers on data visualizations with Tableau, R ggplot2, and other web-based tools
- Improve the efficiency and reproducibility for client-produced prepublications and assignments (example: R-code refactorization for parallel computing on GIS dataset, recommendations on how to improve efficiency in parsing a large LAPD helicopters dataset)
- Create and update documentation for library users on research software and coding resources, etc.

StudyBreak   09/2023 – present
Content Designer   *Los Angeles, CA*
- Conceptualize and developed content strategies by designing and implementing 20+ infographics via Canva on client website to promote cohesive branding amongst social media platforms
- Work with CEO to discuss customer needs, product features, etc., and apply ideas to upgrade startup exposure and public image on the iOS client front.
- Built the official website from scratch with WordPress; monitor it daily to ensure it stays accessible and user-centred

Net Impact at UCLA   09/2021 – 09/2023
Project Manager   *Los Angeles, CA*
- Consulted for Y-Combinator-backed foreign start-up to enter US marketmarket, resulting in secured partnership with local US business
- Contrived and implemented university marketing plan for client; designed and publicized survey that received 200+ student responses and performed EDA on the dataset using R to draw.
- Conducted research with 501c3 climate tech company on spatial data platforms and marine biodiversity; produced and published report on current landscape of Nature-based Solutions (NbS) data
- Wrote an 8-page paper and gave multiple presentations on-campus

PROJECTS

Diffusion Model and Prompt Engineering Pipeline | *SwiftUI, Python, Huggingface*   09/2022 – 01/2023
- Researched novel applications of stable diffusion models; deployed methods onto a keyboard plugin that lets users prompt a diffusion model to generate images from the web; released said keyboard app "CatHat" on the iOS AppStore

Financial Analysis Report | *Python, Tableau, Slack, MS Office, Google Sheets*   09/2023 – 01/2024
- Lead a team of 6, managed smooth operations between client, supervisor and team members
- Performed EDA on client company's Profit and Loss statement and operating budget report, provided CEO with a detailed financial analysis on financial health, operations efficiency, and potential investment areas
- Pinpointed strategic balance of investing resources/energy to yield maximum benefits

TECHNICAL SKILLS

Programming Languages: Python, R, C++, SQL, CSS, AngularJS, SwiftUI
Developer Tools: Github, Tableau, Wordpress, Google Colab, AppScript, MS Office, TensorFlow, NumPy, Keras, Canva, Figma
Interests: Brazilian Jiu Jitsu (two-stripe white belt), Mixed Martial Arts, reading, photography
Certifications: National Academy of Sports Medicine Certified Personal Trainer (NASM-CPT)