

# Megan Ma

415-688-5344 | [meganma@g.ucla.edu](mailto:meganma@g.ucla.edu) | [linkedin.com/in/meganma1](https://www.linkedin.com/in/meganma1) | [github.com/meganma](https://github.com/meganma)

## EDUCATION

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### University of California, Los Angeles (UCLA)

Sept. 2020 – Expected Jun. 2024

*Bachelor of Science in Data Theory*

*Los Angeles, CA*

- Cumulative GPA: 3.8/4.0
- Relevant Coursework: Data Science, Machine Learning, Algorithms, Optimization, Linear Regression, Probability

## TECHNICAL SKILLS

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**Programming Languages:** C++, Python, Java, C#, HTML/CSS, R

**Frameworks:** TensorFlow, PyTorch, ASP.NET Core, Unity, NUnit

**Developer Tools:** Git, AWS (Amazon Cloud-Watch), Jira, Confluence, Visual Studio, PostgreSQL, Tableau

**Libraries:** pandas, NumPy, Matplotlib, PyAutoGUI, scikit-learn, Seaborn, Statsmodels

## EXPERIENCE

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### Software Development Engineer Intern

Jun. 2023 – Sept. 2023

*Amazon*

*Sunnyvale, CA*

- Designed and delivered a scalable C# Metrics Framework in Unity 3D Game Engine, incorporating concurrent programming and thread safety practices to efficiently facilitate instrumentation and collection of any metric types
- Deployed AWS Cloud-Watch integration within framework for real-time visualization and trend analysis
- Enabled 9 developers to efficiently find and fix simulation bugs and prioritize features using the implemented framework

### Data Consulting Project Lead

Oct. 2022 – Mar. 2023

*UCLA Data Resolutions*

*Los Angeles, CA*

- Utilized a comprehensive dataset of 516,000 Plaid financial transactions to calculate prediction scores, gauging brand recommendation confidence levels and sizing advertising target audience
- Presented findings to senior management, facilitating data driven ad placements/personalized content for users
- Led team of 5 students to train a user-based collaborative filtering model to recommend targeted ads to in-app users

### Data Consultant

Jan. 2022 – Jun. 2022

*UCLA Data Resolutions*

*Los Angeles, CA*

- Improved user matching by developing k-means clustering to classify dating app users into personality types
- Prepared previously unusable raw text data for classification through cleaning and labeling (regex, sentiment analysis)
- Validated clustering results by comparing with other multi label classification models, e.g. BERT, Naive Bayes

### Summer Institute Research Fellow

Jun. 2022 – Aug. 2022

*California Policy Lab*

*Berkeley, CA*

- Applied quantitative and statistical methods (linear regression, ANOVA testing) to a dataset to generate data-driven insights for targeting the California homelessness crisis
- Cleaned, wrangled, and visualized over 1 million observations and presented findings to a panel of faculty affiliates

## PROJECTS & EXTRACURRICULAR ACTIVITIES

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### Student Software Engineer

Oct. 2022 – Jun. 2023

*Daily Bruin*

*Los Angeles, CA*

- Contributed to development of a backend platform monitoring status of 7+ websites used by 200+ editors
- Constructed RESTful endpoints/PostgreSQL database schemas to allow the CRUD operations for health checks for Daily Bruin websites
- Reduced daily database scans from 720 to 42 by transitioning task scheduler backend from Celery to Redis framework

### Hackathon (Winter)

May. 2022

*ASA DataFest*

*Los Angeles, CA*

- Identified player age as leading cause of poor player retention rates by analyzing in game data
- Engineered a new elapsed time variable to visualize player gender, age, and race over time (seaborn, matplotlib)
- Selected by a panel of judges as a winning presentation out of 75 teams through 2 rounds of presentations