

# CHUN-CHIEH TSAI

+1 (646) 673-5063 | [cct367@nyu.edu](mailto:cct367@nyu.edu) | [www.linkedin.com/in/chunchiehsai](http://www.linkedin.com/in/chunchiehsai) | New York, NY

## EDUCATION

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**New York University** New York, NY  
M.S. Applied Informatics Sep.2017-August 2018  
• Coursework: Applied Data Science, Machine Learning for Cities, Urban Spatial Analytics

**National Taiwan University** Taipei, Taiwan  
B.S. Bio-Environmental System Engineering Sep.2011-Jun.2016

## SKILLS

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- Programming: Python, Java, R, C, C#, Swift.
- Visualization: D3.js, Carto.js, ArcGIS.
- Databases: MySQL, SQLite.
- Web General: JavaScript, HTML, CSS, PHP, Django.
- Data Analytics Platform: Azure *Machine Learning*, IBM SPSS, Microsoft Power BI.

## PROFESSIONAL EXPERIENCE

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**Life Abundance International, Coaching and Consulting** (*Python, JavaScript, CSS, PHP, MySQL*) Taipei, Taiwan  
Software Engineer Jan. 2016-August 2016  
• Constructed and designed the official website including the contact info, content, layout, precedence, speed, the server using PHP, JavaScript and CSS in 2 months  
• Raised the Google engine rank from page 10 to page 1 using Python crawling script to analyze competitions.  
• Built data-driven marketing strategies across search engine (Yahoo, Google, Baidu) and link to Facebook by using Facebook API and increased more than 7,000 views, 1,900 visitors, and 5 times incomers than the former website.

**Teascovery, Leading Online Taiwan Tea Company** (*Google Adwords, Google Analytics, PHP*) Taipei, Taiwan  
Business Analyst July 2015-Jan. 2016  
• Created 10% forth-quarter company profits via Google Adwords and 3 times incomers, using Google Analytics and optimizing the market strategy based on the users' feedback applying Ads A/B testing.  
• Designed the mobile web pages and added highest clicks 8 products sets using PHP.  
• Bettered AdWords advertising 3 times return on investment in 3 months, enhanced 8.55 times cumulative clicks per month, reduced 49% of cost-per-click, lowered 15.18% of bounce rate.

**Microsoft, Microsoft Technology Center** (*C#, R, Microsoft Power BI, Azure, Kinect, MySQL*) Taipei, Taiwan  
Research and Development Intern July 2014-April 2015  
• Developed Enterprise Advertisement app using Kinect with C# including located the viewers' skeleton, which allowed viewers changing the Ads to their favorite Ads by changing their motions and Kinect can record the time people stay for each Ads.  
• Analyzed Taiwan Online News company's customers news reading behaviors data using Microsoft Azure and R.  
• Conducted Chinese News Lexical Crawler to map out each word and corresponding emotion scores using C#.

**Sci & Math Learning Center** (*Python, Windows App, Advance Engineering Math, High School Math*) Taipei, Taiwan  
Founder & Course Designer July 2011-August 2017  
• Taught more than 360 students for high school Math, more than 18 students for Advance Engineering Math, 2 students for Python, and recorded Windows App Design video on Microsoft developer community, which was the most popular video in Project Siena App series.  
• Consulted and supported more than 60 students applying and enrolling department of Mathematic, Accounting, Statistic and Computer Science in University(including Universities in China, Taiwan, Japan).