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YIFEI MAGGIE MA

HIGHLIGHTS

- Passionate about generating data-driven insights and visualizations (portfolio: https://maggiema.rbind.io/projects)
- Proficiencies: R • Python • GIS • spatial statistics • JavaScript • SQL • PostgreSQL • DBMS • data viz. • PostGIS
- Positive, intellectually curious, goal-oriented, and committed to personal and professional growth

EDUCATION

University of Toronto, Statistics and Human Geography majors, with GIS minor   *2017 – 2021*

AWARDS

Mitacs Innovation Research Training Award   *Sep 2020 – Jan 2021*

UTAGA Outstanding Undergraduate Research Award   [see certificate]   *Oct 2020*

COVID-19 Student Engagement Award   [interactive dashboard]   *Jun 2020*

PROFESSIONAL EXPERIENCE

Contract Researcher   *May 2021 – July 2021*

Flipp

- Leverage mobile app usage data to examine the effect of COVID-19 on food shopping behaviors using PostGIS
- Set up functional geospatial database in PgAdmin IV for full data pull of 24M rows and 20GB in size

Planning Intern   *Sep 2020 – May 2021*

City of Toronto, City Planning Division, Strategic Initiatives, Policy and Analysis

- Generated insights on patterns of consistency around pre-determined transit stations using open data sources
- Conduct statistical and spatial analysis to provide next-step data-driven recommendations to city officials

Geospatial Researcher   *April 2019 – Jan 2021*

St. Michael's Hospital, Centre for Global Health Research

- Applied statistical models of air quality, traffic fatalities, COVID-19 and residential school mortality using R
- Led spatial component of Bayesian analysis quantifying the spatial effect of COVID-19 among LTC facilities
- Assigned spatial information to sample units, improved spatial accuracy of spatial dataset from 95% to 98%

Crime Analyst Intern   *Jan 2020 – April 2020*

Toronto Police Service, Analytics & Innovation Unit

- Automated geocoding process using Excel VBA macros and R scripts
- Leveraged ticket and collision data to identify spatiotemporal patterns of traffic and deliver recommendations

Transcription and Data Analysis Assistant   *Dec 2018 - Mar 2019*

Innovation Hub, University of Toronto

- Provided data analysis support and picked out key themes from design thinking framework
- Presented results to 9 senior level stakeholders and provided guidance on potential solutions that could better students' experience on campus

RELEVANT PROJECTS

Student Consultant   *Sep 2020 – May 2021*

School of Cities, Multidisciplinary Urban Capstone Design Project   [story map]

- Liaised with clients to build a design solution that aids in creating community within its $2 billion condo network
- Led market research, survey development, and wireframe for mobile app and built Figma high-fidelity prototype
- Collaborated cross-functionally with 4 teams to build client's preferences into the app

Research Team Leader   *Jan 2020 – Apr 2020*

GGR462 GIS Research Capstone Project   [story map]

- Drove statistical analysis using R and GIS of culturally specific restaurant presence in Toronto's ethnic enclaves