

# Alan Chen, Zenan

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<https://zenan.ch>

## EDUCATION

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### **Bachelor of Business Administration - Majored in Applied Economics**

**The Chinese University of Hong Kong**

September 2014 - June 2018

*Selected Courses:*

- Microeconomics, Macroeconomics, Quantitative Methods for Policy Evaluation, Game Theory
- Programming Paradigm, Data Structures, Data Analytics (Topics: Regressions, SVM, Tree-based Models)
- Market Microstructure and Algorithmic Trading, Consumer Behavior, Marketing Management
- Math in Information Age (Taught by John Hopcroft, topics: High Dimension, SVD/PCA, Graph, Sampling)

**University of British Columbia, Sauder School of Business**

Summer 2016

*Courses:* International Finance, e-Business

## RESEARCH INTERESTS

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Data Analytics, Social Media, User Behavior Modeling, Machine Learning, Business Intelligence, Data Visualization, Human Computer Interaction, Econometrics.

## RESEARCH EXPERIENCE

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### **Research Topic and Network Analytics**

**Undergraduate Research Award of the University**

**Supervisor: Prof. Harry Jiannan Wang**

July 2015 - April 2016

*Head of Project*

- Trained and refined multiple generations of LDA (Latent Dirichlet Allocation) models on different corpora.
- Designed and developed the project framework and the ETL (Extract-Transform-Load) process.
- Developed and maintained the text preprocessing tool kit for LDA training, including Entity Recognition, Bag of Words and Language Detection.
- Developed web interfaces and LDA model visualization for easy access and inspection.

**Languages:** Python, SQL, JavaScript, HTML/CSS

**Links:** [Work-in-progress Demo](#) <http://findmyreviewers.com>

[Documentation & Source Code](#) <https://findmyreviewers.readthedocs.io>

## WORKING PAPERS

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### **Examining a Positive Relation between Individual Popularity and Peer Popularity**

This work-in-progress research examines connections between a user's popularity and his/her friends popularity. A well-designed web application and an algorithm were developed specifically for this research, collecting Facebook data from more than 2,194 users on Reddit. The analysis of the data confirms a strong positive correlation.

**Draft:** <https://go.zenan.ch/nd-analytics>

**Links:** [Web Application Demo](#) <https://nosedive.space>

[Source Code](#) <https://github.com/alanzchen/Nosedive>

### **Did Hate Crime Laws Help Decreasing Hate Crimes? Evidence in United States using Difference-in-Difference Analysis**

In this paper I present empirical evidence from United States to investigate the effectiveness of hate crime laws, which were progressively adopted on a state-basis. This research focuses on states which adopted the laws in 1994. The treatment effect is significant on a  $p=0.01$  level.

**Draft:** [https://go.zenan.ch/hate\\_crime\\_laws](https://go.zenan.ch/hate_crime_laws)

## AWARDS

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<b>Undergraduate Research Award</b> <i>Extended for 4 months, with financial award</i>	September 2017 - December 2017
<b>Undergraduate Research Award</b> <i>0.9% in School of Management and Economics, with financial award</i>	April 2017 - June 2017

## TEACHING EXPERIENCE

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<i>Teaching Assistant</i>	January 2017 - June 2017
<b>IT Application in Business</b>	CUHK(SZ)

**Instructor: Prof. Harry J. Wang**

Advanced spreadsheet programming (VBA), database design and management (in MySQL), business intelligence and analytics, data mining and predictive analytics (Rapid Miner).

- Helped instructor making grading standard and examination questions.
- Answering questions during office hours.
- Conducted an interactive MySQL workshop during a lecture.
- Deployed and maintained a public MySQL server for students who had trouble with their OS environments.

*Teaching Assistant*

July 2017 - August 2017

**Digital Media Elite Program**

Peking University HSBC Business School

**Instructors: Allison Parrish (NYU), Pili Hu (HKBU)**

This program is a two-month data journalism boot-camp designed for professional journalists and journalism students to get started in data journalism, with proficiency in basic Natural Language Processing, Data Mining, Web Scraping and Web Front-end Engineering, including d3.js, echarts.js, etc.

- Helped students in interactive lectures.
- Prepared demos and courseware, conducted daily workshops.
- Helped students with their capstone projects.
- Wrote daily teaching evaluation reports and provide feedback to the instructors.

## SKILLS

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Programming Languages:	Python, C++, JavaScript, R, SQL
Software:	MATLAB, Stata, L <sup>A</sup> T <sub>E</sub> X
Web Engineering:	HTML5 / CSS3, Web Scraping
OS:	macOS, Linux

## SELECTED COMMUNITY SERVICES

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<b>Qianjian Media Group</b>	September 2014 - Present
<i>Co-founder &amp; Editor in Chief &amp; Developer</i>	
<b>Photography Interest Club</b>	October 2014 - September 2016
<i>Co-founder &amp; President</i>	
<b>Stay Magazine</b>	June 2015 - October 2016
<i>Co-founder &amp; Member of Editorial Board</i>	
<b>Willing Workers on Organic Farms</b>	3 months in Canada and Australia
<i>Volunteer</i>	

## LINKS

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- [GitHub \(github.com/alanzchen\)](https://github.com/alanzchen): where all my open-source projects reside.
- [Homepage \(zenan.ch\)](http://zenan.ch): a comprehensive introduction to myself.
- [Projects \(blog.zenan.ch/projects\)](http://blog.zenan.ch/projects): overview of my research / software / hardware projects.

## REFEREE

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### **Prof. Harry Jiannan WANG**

**Associate Professor of MIS**

University of Delaware

**Vice President of Technology**

Association for Information Systems (AIS)

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### **Prof. Linlin YE**

**Assistant Professor**

School of Management and Economics

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### **Mr. Pili HU**

**Lecturer (Communication and Visual Arts)**

Hong Kong Baptist University

**Former Chief Technology Officer**

Initium Media

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Hong Kong

## FUN FACTS

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- I am a keen open-source contributor and advocate. [My open-source projects](#) have been featured on *FreeCodeCamp*, *OpenSource China*, *Linux Toy* and several other international tech sites. A guy from Korea once wanted to pay me for my IoT software that is available on GitHub for free.
- I am a couch-surfer and WWOOFer. When solo-traveling in Canada, I spent 7 nights on couches for free and met some interesting minds. I also worked in three farms in Australia and Canada for 2 months.
- My photographs have been viewed for more than 3 million times on photography community [Unsplash](#). One of them was exhibited in an art gallery in Pune, India.