

RUIQI (RAVEN) CHEN

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Expected Dec 2023

Master of Science in Business Analytics (MSBA), Merit Scholarship recipient

Los Angeles, CA

- Coursework: Customer Analytics, Competitive Analytics, Business Fundamentals for Analytics, Machine Learning for Decision Making, Optimization, Data Management, Prescriptive Models, Operations Analytics

UNIVERSITY OF MICHIGAN

Sep 2018 - May 2022

Bachelor of Science in Statistics and Economics with Minor in Entrepreneurship

Ann Arbor, MI

- Major GPA: 3.96/4.0 | Cumulative GPA: 3.82/4.0
- Coursework: Advanced Analytics for Management Consulting, Advanced Statistical Computing, Applied Regression, Data Mining, Math of Finance, Game Theory, Managing Business Operations, Theoretical Statistics

TECHNICAL SKILLS

- **Programming:** R (dplyr, ggplot2, caret, lubridate), Python (NumPy, Pandas, Scikit-Learn, Seaborn), SQL, VBA, Stata, and C++
- **Software:** Tableau, Jupiter Notebook, MS Excel, Jira, Power BI, Bloomberg, MS Access, Git, MySQL, Snowflake
- **Analytics Skills:** Regression & Classification Methods, A/B Testing, Data Mining, Machine Learning, Market Research

PROFESSIONAL EXPERIENCE

AMERICAN EXPRESS

Jun 2022 - Aug 2022

Product Analyst Intern - Enterprise Data & Digital Solutions, External Data & Competitive Analytics

New York, NY

- Developed quantitative and competitive analysis of user experience benchmarking and audience research studies, recommended features and UI suggestions to be implemented for newly launched banking product to senior management
- Pinpointed areas customers of all age groups on our digital properties are facing usability challenges relative to competitor U.S. national banks' products and services in 2021 & 2022
- Identified industry best practices and feature demand gaps by analyzing the competitive digital banking servicing landscape across desktop web and mobile app to identify opportunities and produce recommendations for product partners
- Analyzed survey data from JD Power, Forrester, and Insider Intelligence using Python and SQL, and generated data visualizations using Power BI and Tableau to recognize and prioritize support for the most in-demand tools

BANK OF AMERICA MERRILL LYNCH

Jun 2021 - Aug 2021

Credit Risk Analyst Intern - General Industries Group, Global Corporate & Investment Bank

Chicago, IL

- Analyzed industry and financial trends to spread, model, and monitor strength of Cash Flow generation, EBITDA, and credit ratios and metrics to assess the impact of credit and M&A events on debt paying ability and capital structure
- Built debt repayment models using Excel across multiple scenarios to simulate capital structure outcomes and determine optimal credit product size and pricing proposal to clients
- Assisted in the underwriting, closing, and syndication of new or existing Revolving Credit Facilities, Term and Bridge Loans, and other credit products for Investment Bank clients in the global industrial, airline, and auto space
- Monitored and serviced a portfolio of 15 clients with more than \$4.2Bn of exposure resulting in the following selected transactions:
 - \$950MM Term Loan issued to a container leasing company to finance under the COVID-19 impact
 - \$900MM Term Loan issued to a vehicle product manufacturer to assist the acquisition of an EV producer

AUTOMOTIVE FUTURES

Sep 2018 - Jul 2022

Assistant Researcher – Project Name: China's Electric Vehicle Strategies

Ann Arbor, MI

- Investigated the Chinese New Electric Vehicle market with a special focus on domestic automobile companies to study and compare patterns of sales and marketing strategies of the Chinese and the global electric vehicle market
- Collected sales data of the domestic and international NEV market and global NEV models with vehicle specifications
- Built, structured, and managed the database using MySQL Workbench, documenting the setup process and basic SQL queries for elementary data pulls, analytics, and visualizations for the project team
- Conducted analysis using SQL and R, delivered data visualizations using Tableau with different aspects of concentration to support and draw conclusions for two publications that were presented in an international automotive colloquium
- Studied government policies and resulting effects on targeting markets, particularly the establishment of subsidy plans to encourage NEV sales and the quota system to restrict the number of total vehicle fleet

LEADERSHIP

MICHIGAN CHINA FORUM (MCF)

Sep 2019 - Dec 2021

Associate – Marketing & Publicity Team

Ann Arbor, MI

- Coordinated onsite and online publicity of the Sino-US forum with an audience group of over 5,000 people, increasing social media followers by over 2,000 and stimulated views of online posts by more than 50%
- Established forum recognition through redesigning and managing the organization's website; designed posters, brochures, and related event souvenirs for sub-panels using Photoshop and Illustrator, edited branded videos with iMovie