

Lezhi Deng

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EDUCATION

UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, CA

Master of Science in Business Analytics (MSBA)

Expected December 2024

- Data Management, Data Visualization, Prescriptive Models, Customer Analytics, Competitive Analytics, Operations Analytics

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Los Angeles, CA

BA in Economics, BA in Psychology, Asian Language (Japanese) Minor (GPA: 3.94/4.0)

June, 2023

- Honors & Awards: \$15K stipend at UPennGSE, Psychology Departmental Honors, Presentation Award at APS 2022
- Econometrics, Data Science in Economics, Linear Algebra, Behavioral Economics, Research Method in Psychology

TECHNICAL SKILLS

Languages: SQL, R, Python, C++

Software: Excel, Tableau, Microsoft Azure, SPSS, PowerPoint, LIWC (NLP Tools)

Additional: Fluent in English, Mandarin, Cantonese, and medium proficiency in Japanese

PROFESSIONAL EXPERIENCE

HONG KONG DYO SUPPLY LTD (China's top eyeglass lens manufacturer)

Hong Kong

Business Analyst Intern

March 2023 – August 2023

- Collected, analyzed, and delivered market research on 10 financial reports and sustainability reports of client companies, leading to expansion to European eco-lens and promoting DYO lens' advantage as deeply bio-degradable sunglasses lens
- Interviewed cross-functional team to identify deficiencies in product line, using converter to reduce electricity used by 30%
- Delivered company's sustainability values (Eyes on Green) in using bio-mass and bio-degradable lens by organizing beach clean-up activities attracting 50 volunteers and 800 recycled bottles, promoting via website and TikTok (1K+ views)

STANFORD UNIVERSITY COHEN LAB

Remote

Researcher and Project Manager: Netflix TV Show's NLP Project:

June 2021 – June 2023

- Extracted comments related to 'Three-body Problem' on Chinese and English social media platforms using Python, analyzed 120 comments using NLP Software (LIWC), implementing words with positive emotions on marketing materials on media
- Developed word clouds and graphics in Excel, showcasing different audience opinions across markets.
- Presented findings on word frequencies and sentiments to Netflix executives using PowerPoint, and recommended segmenting the market into Mainland China and Western countries by emphasizing content vs. culture focus

Project Leader (ad hoc project requests)

June 2021 – June 2023

- **Stigmatization in Reusable Materials:** Delivered speech to 50 professionals on NLP analysis on the psychological expectation of recycled products, impacted Covestro's marketing strategies on the color and Chinese translation of PCR
- **Research's Replication Crisis:** Analyzed 350 research paper, identifying that effect size, not sample size, is statistically significant in predicting of Psychological Research, communicating insights to business and technical professionals
- **Sentiment Analysis on TV Shows:** Performed NLP analysis (LIWC) on 150 TV Shows and Movies, emphasizing on the correlation between dramatic conflict and TV show, publishing to American Psychological Science (APS) Conference

U MICHIGAN CULTURAL COLLABORATORY LAB

Ann Arbor, Michigan

Researcher

June 2022 – June 2023

- Designed 2 independent studies and developed statistical models using 300 archival and newly collected survey data across 3 years points to analyze the relationship between teacher's racial background and their behaviors in cultural diversity in R
- Presented findings on impact of teachers of color on inclusion beliefs in K-12 diversity programs at Research Conference at UMich SROP, in collaboration with professors, post-doc research fellows, and peers, received \$4800.

VOLUNTEER

CHARITY SPEECH CONFERENCE FOR TEENAGERS (TOP INTELLIGENCE EDUCATION)

Shenzhen, China

Project Leader

June 2021 – August 2021

- Executed and planned a speech conference, publicized through Tik Tok, WeChat, and offline, raising \$20,500 from 500 individuals for left-behind children from low-income family in China for Educational purposes
- Led a team of 40 teenagers and employees and collaborated with stakeholders to collect funding, and advertise the conference, attracting 500 audiences and provided public speaking opportunities for 20 teenagers

UCLA DEPRESSION GRAND CHALLENGE, STAND

Remote

Mental Health Coach

June 2020 – June 2023

- Delivered individual coaching sessions to assist 10 participants in handling traumas and panic attacks, return rate of 100%
- Surveyed 30 participants on coaching to design personalized treatments schedules, increasing 200 participants' satisfaction rate in administration from 70% to 98%