Yisha Zhang(Katherine)

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EDUCATION

Columbia University Mailman School of Public Health   **New York, NY**
Master of Public Health in Biostatistics; Certificate in Comparative Effectiveness Outcome Research   Expected May 2023
University of California, San Diego   **San Diego, CA**
Bachelor of Science in Cognitive Science with specialty in Machine Learning and Neural Computation   Sep 2016 – Mar 2020

- **Major GPA:** 3.7/ 4.0
- **Honors:** Dean Academic Honor (2017-2020)

Relevant Coursework: Health Economics, Intro to Data Science, Epidemiology, Decision Analysis for Clinical and Public Health Practice

WORK & LEADERSHIP EXPERIENCE

Boston Consulting Group   **Shanghai, China**
In-Pool Part Time Assistant   Aug 2021 – Dec 2021

- Analyzed and compared the efficacy (metrics including ORR, AE, and dosage data) of the listed products and its competitors' clinical results of their pipelines
- Organized a 20+ slides market report and presented to clients regarding the investment potentials in the trending therapy
- Analyzed the epidemiology and pathology of various cancers to screen high-promising targets; Utilized excel to process 1,000+ cancer pipelines (i.g. information of target, treatment lines, company names) of both Chinese and US companies collected from Globalcan, DRG, and other websites

KPMG   **Beijing, China**
Intern at Strategy & Performance   Oct 2021 – Dec 2021

- COVID-19 vaccine project: conducted SWOT analysis of customer's products and Porter's Five Forces analysis on potential market opportunities through desk research on competing products; created strategic plan to assist client to understand the customer journey mapping of regular vaccination takers and COVID-19 vaccination, and the current end-to-end key stakeholders in the vaccine market
- Diabetes medical device project: prepared and organized interview meeting minutes of 10 patients and conducted content analysis on factors (e.g. types of diabetes ages, affordability) that impact their preferences of the product

IQVIA   **Shanghai, China**
Intern at Primary Intelligence   July 2021 – Oct 2021

- Helped client to launch new product in Chinese market; conducted research on nutritional status of children with cerebral palsy and medical insurance policy in China for retail channels via various databases (i.e. Google scholar, PubMed, CNKI); collected data and created PivotTable in Excel for further analysis
- Translated and reviewed reports of the cerebral palsy market, multiple chronic disease research reports, and osteoporosis interview outlines Compared the second-hand data with the existing project data, identifying differences and utilizing the plug-in for visualization

Kavli Institute of Brain and Mind   **San Diego, CA**
Research Assistant   Jun 2019 – May 2020

- Explored the association between architectural design, neurological and physiological response of users, using multi-modal wearable biometric devices to measure the EEG signal and eye tracking data of 23 participants
- Analyzed EEG data by EGGLAB in MATLAB from 40+ participants; Applied both EEG and eye-tracking methods to analyze social behavior and use resting EEG to predict participants' performance
- Collected data and reviewed 5 most recent publications in a weekly basis
- Worked on a thesis research project related to decision making in social probability learning with confederate paradigm

Leadership

Chinese Business Society of University of California, San Diego   **San Diego, CA**
Chair of Marketing and Technology Department   Jan 2017 – Nov 2019

- Cooperated with 40+ Chinese and US companies to hold international students career fair, with 1000+ participants
- Led a team of 15 people, using creative promotional methods to successfully increase the influence of CBS; boosted the followers of CBS WeChat official account platform from 1500 to 3000+ followers

SKILLS & ACTIVITIES

Languages: Mandarin(Proficient); English(Proficient)
Technical Skills: SAS(clinical data analysis), Office Suite(MS PowerPoint, Word, Excel), Python (machine learning), AbletonLive (electronic music arrangement and production), MATLAB (EEG data analysis)
Awards & Certifications: Go(Amateur 4 dan), Piano(Level 10), 2nd place in the 2020 Zhejiang Sports Festival Go Competition