Krystal Cheongeui Won
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EDUCATION

University of Pennsylvania, *M.S. Urban Spatial Analytics*   Aug 2024 – May 2025
- Coursework: AI for Urban Sustainability,Public Policy Analytics, Geospatial Cloud Computing, Modeling Geographic Space, Statistical and Data Mining Methods for Urban Data Analysis.

Columbia University, Lede Program, *Certification of Computational Competency*   May 2023 – Aug 2023
- Coursework: Browser Automation, Data Visualization, Data Wrangling, Web Mapping, Browser Automation, Web Scraping, Finding Undocumented APIs.

University of Texas at Austin, *B.J. Journalism, Global Management Certificate*   Aug 2019 – May 2023
- Moody College of Communication Dean's List [Spring & Fall 2020, Spring & Fall 2021, Spring 2022]

WORKING EXPERIENCE

Dasheng Media *Data Visualization Designer & Audience Data Analyst* | Boston, MA   Aug 2023 – June 2024
- Spearheaded 40+ data visualization projects using R, QGIS, and JavaScript, driving a 40% increase in user engagement.
- Developed a comprehensive front-end design guide optimizing typography and color schemes for accessibility and brand consistency, resulting in 30% improved SEO performance and higher search rankings.
- Executed advanced monthly analytics using Python to extract actionable insights from cross-platform social media data, generating 20,000 new active users within one month of website launch.

The Drag Audio *Digital Marketing and Communications Assistant* | Austin, TX   Jan 2022 – May 2022
- Analyzed official Instagram metrics using R to track engagement, growth, and reach, delivering follower growth and 20% increased content reach over five months.
- Secured and finalized contracts for five advertising campaigns across two podcast series.

Ruder Finn *Healthcare Public Relations Intern* | Shanghai, China   May 2021 – Sep 2021
- Conducted 50+ bilingual stakeholder interviews with physicians, government officials, and representatives from Pfizer, Johnson & Johnson, and GSK, generating key insights for policy and strategy development.
- Led social media campaign for the "2021 World Hepatitis Day" medical conferences in Guangzhou and Beijing, achieving 42% higher livestream engagement and 18% increased attendance.

PROJECT & RESEARCH EXPERIENCE

Geospatial Data Specialist | Philadelphia, PA   Jan 2025 – Present
Collaborator: *Penn Medicine Obstetrics and Gynecology*, Dr. Courtney A. Schreiber MD, MPH & Dr. Alice Abernathy MD, MSHP | *Perelman School of Medicine, UPenn*
- Performed spatial analysis of early pregnancy loss patterns across Philadelphia using *Python* and *ArcGIS* Pro, examining correlations between neighborhood characteristics, healthcare access and reproductive outcomes while maintaining IRB compliance.
- Designed spatial regression models identifying significant associations between environmental factors and pregnancy loss outcomes, incorporating spatial dependence in deprivation indices.

Undergraduate Research Assistant   Jan 2022 – May 2022
Collaboration lab: *Democracy and Data (D&D)*, Dr. Josephine Lukito & *Computer Media Lab (CML)*, Dr. Dhiraj Murthy | *Moody College of Communication, UT Austin*
- Prepared and validated a 75,000-post dataset for machine learning research, implementing Inter-Rater Reliability coding protocols to ensure data integrity.
- Performed data analysis with *R Studio* to identify correlations between specific insult patterns and misinformation/ disinformation proliferation on *Parler*.

KEY SKILLS

Programming: R, Python, SQL, JS/HTML/CSS, Svelte, D3.js, MATLAB, Git, PostgreSQL, Google Cloud Platform
GIS: Arcgis Pro, QGIS, GDAL, Google Earth Engine, Leaflet
Design: Figma, Sketch, Spline, Adobe Illustrator
Languages: English (Professional), Korean (Native), Mandarin (Native), Italian