Kira Pan

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EDUCATION

University of California, Berkeley — Expected Fall 2027
Bachelor of Arts Cognitive Science, Minor in Data Science — GPA: 3.94
Awards: UC Berkeley College of Letters & Science Dean's Honors List
Relevant Coursework: Computational Structures in Data Science, Principles & Techniques of Data Science

EXPERIENCE

DATASTORY CONSULTING — **Berkeley, CA**
Director of Marketing & Consultant — *December 2025 – Present*
- Lead recruitment marketing and outreach, supporting review of **200+ applications** for a selective student organization.
- Create video and graphic content using **Adobe, Canva, and CapCut** to drive recruitment and brand visibility growth.
- Collaborate with exec team to design and execute **recruitment strategy,** exceeding **60K** Instagram page views in a week.

Junior Consultant — *August 2025 – November 2025*
- Completed an intensive consulting training program in **Python, Pandas, EDA, visualization, modeling,** and **Streamlit.**
- Designed and delivered a **final data product** and presentation, incorporating executive feedback and live demonstration.

THE DAILY CALIFORNIAN — **Berkeley, CA**
Data Reporter — *August 2025 – Present*
- Reported an investigative **grocery price analysis across the East Bay;** data collection and explanatory reporting.
- Gather and analyze datasets, interview sources, and collaborate with developers to integrate **maps and data visuals.**
- Synthesized quantitative findings into structured, accessible narratives for general audiences and digital publication.

Deputy News Editor — *May 2025 – August 2025*
- Edited **60+ news and breaking stories** under tight deadlines for UC Berkeley's paper of record (**100,000+** digital reach).
- Handled high-volume editing **(2–3 stories per shift, 4 nights/week)**, including crime and campus-impact reporting.
- Prioritized coverage and edits by **evaluating impact, timeliness, and reader relevance** in fast-paced nightly workflows.

YOGURT PARK — **Berkeley, CA**
Customer Service Associate — *October 2024 – Present*
- Strengthen communication and multitasking skills serving a **high-volume** customer environment (**400+ customers/day**).
- Collaborated with team members to maintain store cleanliness, organization, and efficient service during peak hours.
- Adapted quickly to **shifting demand** by anticipating customer flow, memorizing orders, and adjusting task priorities.

YALE UNIVERSITY CORE LABORATORY — **New Haven, CT**
Summer Research Intern — *June 2023 – August 2023*
- Conducted vessel imaging support for BTK, ATK, and coronary studies, contributing to standardized analysis workflows.
- Organized and entered clinical trial data in alignment with sponsor protocols, supporting subject tracking updates.
- Shadowed cardiovascular trials; reviewed **200+ pages** of clinical protocols on trial design and regulatory compliance.

PROJECTS

Patent Law Predictive Dashboard — *November 2025 – Present*
A machine-learning dashboard predicting USPTO approval likelihood.
- Processed **400k+ USPTO** patent records to build a predictive model estimating approval likelihood and review timelines.
- Performed feature engineering on legal, citation, and examiner-related variables to improve model interpretability.
- *Tools: Python, Pandas, Scikit-learn, Random Forest Classification, XGBoost, Streamlit, SMOTE, matplotlib*

Personal Website — Independent Project — *January 2026*
A user-focused personal website built to showcase projects, publications, and brand identity.
- Built and deployed a custom **personal website from scratch,** managing version control, hosting, and custom domain
- Designed **responsive layouts** and user flows with a focus on usability, clarity, and audience engagement across devices
- Used AI-assisted tools to iterate, debug, and refine structure while independently making design and technical decisions

SKILLS

Technical Skills: Python, SQL, pandas, NumPy, scikit-learn, Matplotlib, Streamlit, Jupyter Notebook, GitHub
Data/Analytics: Exploratory Data Analysis, Data Visualization, Feature Engineering, Model Evaluation, Predictive Modeling
Design/Creative: Adobe Creative Suite, Microsoft Office Suite (Excel, Word, PowerPoint), Canva, CapCut
Interests: Dance, Travel, Crocheting, Pilates, Drawing (charcoals), Graphic Design, Card Making, UI/UX