

Ally Chen

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EXPERIENCE

Hyundai Motor America

September 2025 - Present

Business Data Analyst – Lead Management & Marketing Analytics

- Develop and automate reporting processes for marketing and business data to generate actionable insights.
- Analyze and manage marketing, website, and operational data using reports and dashboards to support campaigns and decision-making.
- Design and implement data visualization methods to effectively communicate performance trends, forecasts, and hidden patterns to stakeholders.
- Apply statistical analysis to evaluate campaign effectiveness, customer engagement, and business performance.
- Work cross-functionally with Sales, Product, IT, and Marketing stakeholders to support business operations.

The Lundquist Institute for Biomedical Innovation at Harbor-UCLA Medical Center

April 2022 - Present

Data Manager

- Design, test, and maintain study databases in REDCap to support multi-center clinical trials and complex data workflows.
- Conduct data monitoring, queries, and quality control to ensure data accuracy and integrity.
- Optimize Case Report Forms (CRFs), ensuring compliance with study protocols.
- Author data collection and management sections in the Manual of Operations and Procedures (MOP).
- Administer and maintain an audio-visual data system to streamline trial workflows.

Junior Biostatistician

- Generate publication-ready graphs and plots using R programming, aligning outcomes with study criteria.
- Conduct statistical analyses, including mixed-effects models and significance testing, to evaluate study outcomes.
- Collaborate with research team and lead biostatistician to refine analyses and meet publication standards.
- Extract and analyze longitudinal data to compute change scores, correlation matrices, and heat maps for multivariate outcomes.

Research Assistant

- Managed subject data in LiveTrial EDC, ensuring accuracy and compliance with research protocols.
- Supported study coordinators with data entry, query resolution, and reporting.
- Collaborated with Principal Investigators in team meetings to assess adverse events (AEs) and refine study strategies.

Beltways

January 2024 - May 2024

Marketing and Design Consultant

- Co-authored a comprehensive marketing plan for the launch of the world's first modular accelerating walkway, including target market research, positioning, and promotional strategy.
- Conducted market research and developed positioning strategies to support product adoption and brand growth.
- Designed visual assets and supported SEO and content strategy to strengthen Beltways' online presence, contributing to 250M+ social media views since launch.
- Developed creative promotional opportunities and experiential marketing concepts to drive public interest and establish Beltways as a leader in sustainable transportation innovation.

Camp Izza

September 2021 - March 2022

Product Owner

- Led agile project management and sprint planning, coordinating a cross-functional team to build Camp Izza's registration platform.
- Defined system requirements with stakeholders and oversaw feature implementation within scope.

UI/UX Designer

- Designed responsive UI/UX mockups in Figma for admin, counselor, parent, and camper dashboards.
- Increased website traffic by 200% post-launch with improved navigation and user experience.

EDUCATION

University of Southern California (GPA: 3.95)

January 2023 - December 2024

- Master of Science in **Integrated Design, Business, and Technology**
 - Focus: Innovation, Entrepreneurship, and Product Strategy

University of California, Irvine (GPA: 3.81)

September 2019 - March 2022

- Bachelor of Science in **Informatics**, School of Information and Computer Science
 - Specialization: Organizations and Information Technology | Minor in Film and Media Studies
 - Leadership & Activities: President, Social Media Manager, and Video Editor – VocaLotus A Cappella

TECHNICAL SKILLS

- Analytics & Visualization: Excel, Python, R, Tableau, Power BI, SQL
- Data Management: REDCap, LiveTrial EDC