Amy Zhang

Data Analyst & Creative Technologist

Data professional working at the intersection of AI/ML development, data visualization, and research-driven design. Skilled in Python, SQL, and Tableau with experience prototyping AI tools (RAG, fine-tuning, Streamlit) and translating complex research into interactive applications. Brings an interdisciplinary background in architecture, ethnography, and media to uncover insights and design data-driven solutions.

amy.appearouette@gmail.com | www.linkedin.com/in/azhang2262

Data Portfolio: amyzhang-commits.github.io

TECHNICAL SKILLS

AI/ML Development: Retrieval-Augmented Generation, Fine-tuning (LLMs & ASR), Streamlit (app prototyping)
Programming & Analysis: Python, SQL, Jupyter Notebooks, Statistical Analysis, Web Scraping
Visualization & Reporting: Tableau, Excel, GitHub
Design & Media: DaVinci Resolve, Reaper (audio editing), Notion
Research Methods: Ethnographic fieldwork, Spatial data analysis, Historical research
Languages: Conversational in French, Portuguese, Mandarin, Spanish

---

PROFESSIONAL CERTIFICATIONS

Data Analytics Certification (Machine Learning Specialization) | CareerFoundry   Aug 2024 - Aug 2025
- Developed time-based customer segments and promotion strategies for Instacart based on customer novelty openness
- Built anomaly detection model for U.S. power plant water usage reporting after wrangling public Energy Information Agency datasets
- Portfolio of Projects covering business intelligence, public policy, and machine learning

AI Builders Bootcamp | Maven (led by Shawhin Talebi)   Aug 2025 - Sep 2025
- Peer Group Leader, supporting cohort in AI project development
- Built an offline AI financial assistant ('Till-Bot') and prototyped an AI architectural design partner using RAG and LLM chain-of-reasoning
- 'Till-Bot' demo link (full portfolio forthcoming)

EDUCATION

M.Phil Architecture Theory & History   2012 - 2019
Columbia University GSAPP
M.A. Ethnomusicology   2010 - 2012
Columbia University
B.A. Anthropology   2006 - 2010
University of North Carolina at Chapel Hill
Robertson Scholar

TECH EXPERIENCE

Technologist & Data Consultant | Appearouette Studio   Jul 2025 - Present
- Developed AI- and data-driven project proposals and prototypes for creative and mission-driven organizations, including building climate optimization for a NYC dance center and AI-assisted archival workflows for a design firm
- Authored detailed business requirements and proof-of-concept analyses, translating organizational needs into technical solutions and actionable workflows
- Conducting applied research and strategic development for pAIrtree, an AI-driven EdTech project focused on pre-college portfolio-building and mathematics education; producing white papers and prototypes to inform curriculum design and technology integration
- www.appearouette.com

Digital Learning Specialist | Science & Engineering Library, Columbia University   2014 - 2017
- Designed Arduino-based interactive systems; managed emerging technology programming for students (3D printing; microcontrollers; VR)

WORK EXPERIENCE

Graduate Research Fellow | Columbia University   2013 - 2019
- Mellon-funded initiative: Sawyer Seminar for Global Language Justice; facilitated interdisciplinary research teams and moderated panel discussions
- Led graduate seminars across 7 courses in 2 departments; managed cohorts of 15-25 students
- Conducted ethnographic research on technology adoption in architecture design; co-designed accessibility methodology for public spaces

Research Assistant | Natural Materials Lab, Columbia University   2021 - 2022
- Co-authored "Can We Eat Buildings? Reflections on Edible Earth Architecture" published in ArchDaily

Freelance Musician & Videographer | Brooklyn, NY   2022 - Sep 2025
- Dance Accompanist for Mark Morris Dance School, Barnard College, and New York Theatre Ballet
- Music Educator: Concept Music School (2021-2023); private studio (2024-July 2025)
- Community Workshops: Lunar New Year recital w/Immigrant Social Services, Inc; vocal workshops
- Video work includes sound design for The Architecture Lobby (Graham Foundation documentary) and videography for Brooklyn Motion Capture