

# ZHAOXIN (JENNY) MA

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## EDUCATION

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| <b>Georgia Institute of Technology, Atlanta, GA</b><br>MCRP, City & Regional Planning (Urban & Data Analytics), GPA 3.95   M.S. Geographic Information Science & Technology, GPA 4.0 | Expected Dec. 2026 |
| <b>Binghamton University, Binghamton, NY</b><br>B.S. Geospatial Information Science, Summa Cum Laude, GPA 3.97                                                                       | June 2024          |
| <b>United States Military Academy, West Point, NY</b><br>Prior undergraduate study in Geospatial Information Science; German minor                                                   | 2020 - 2022        |

## PROFESSIONAL EXPERIENCE

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| <b>Georgia Institute of Technology - Center for Economic Development Research (CEDR), Atlanta, GA</b><br><i>Graduate Research Assistant</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | Aug. 2024 - Present  |
| <ul style="list-style-type: none"><li>Contribute to 30+ applied economic development, housing, workforce, strategic-planning, and GIS projects for Georgia cities, counties, regional commissions, and state partners.</li><li>Build and update parcel GIS, ArcGIS Online/Field Maps workflows, interactive maps, dashboards, and client-ready datasets; deliver reusable zoning, land-use, business, and infrastructure data to municipal partners.</li><li>Analyze Census/ACS, OnTheMap, Social Explorer, Lightcast, CoStar, Placer.ai, housing, and market data; translate findings into technical reports, presentations, and stakeholder materials.</li><li>Develop R/Leaflet/API workflows, validate multi-source datasets, synthesize surveys/interviews, and support statewide initiatives including Georgia AIM.</li></ul> |                      |
| <i>Economic Development &amp; Geospatial Analyst Intern (Full-Time)</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             | June - July 2025     |
| <ul style="list-style-type: none"><li>Completed an 8-week full-time summer appointment supporting independent GIS, demographic/workforce analysis, report production, and project delivery across multiple Georgia communities.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |                      |
| <b>Binghamton University - GAIA Lab, Binghamton, NY</b><br><i>Geospatial Analyst</i>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                | Oct. 2023 - May 2024 |
| <ul style="list-style-type: none"><li>Conducted LiDAR, land-cover, terrain, hydrologic, and environmental analyses; produced GIS maps and technical documentation supporting research and a published honors thesis.</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |                      |

## SELECTED RESEARCH & PROJECTS

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| <b>ECLIPSE - Workflow Integrator / GIS &amp; Urban Planning Lead</b>                                                                                                                                                                                                                                                                                                                                                                                                    | 2025 - 2026 |
| <ul style="list-style-type: none"><li>Co-developed a digital engineering ecosystem linking SysML v2, GIS planning, simulation, verification, and OpenUSD/Omniverse visualization for lunar base architecture; coauthored paper accepted to AIAA SciTech 2027.</li><li>Built the spatial decision layer translating lunar terrain and environmental constraints into site-selection and infrastructure-placement outputs for downstream engineering workflows.</li></ul> |             |
| <b>Urban2Orbit - Independent Research / MS-GIST Capstone</b>                                                                                                                                                                                                                                                                                                                                                                                                            | 2026        |
| <ul style="list-style-type: none"><li>Built a GIS multi-criteria suitability model using NASA LOLA/LROC data to compare nine Lunar South Pole candidate sites and developed a terrain-responsive 3D master plan for Malapert Massif in Rhino.</li></ul>                                                                                                                                                                                                                 |             |
| <b>Bancho Digital Twin - 2026 Tokyo Smart City Studio</b>                                                                                                                                                                                                                                                                                                                                                                                                               | Spring 2026 |
| <ul style="list-style-type: none"><li>Built an ArcGIS Urban digital twin integrating custom GIS, Rhino proposals, building-use/elevation/solar data, and performance metrics; presented work to interdisciplinary U.S./Japan reviewers and stakeholders.</li></ul>                                                                                                                                                                                                      |             |

## LEADERSHIP & HONORS

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| <ul style="list-style-type: none"><li>Outstanding Student Award, Georgia Tech School of City &amp; Regional Planning (2026); MS-GIST Representative, Student Planning Association; organized World GIS Day and provided GIS tutoring across College of Design.</li><li>NASA RASC-AL team lead/coordinator through Nexus Lab; Air Assault School graduate and Battalion-Level Soldier of the Quarter, U.S. Military Academy.</li></ul> |  |
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## TECHNICAL SKILLS

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| <b>GIS &amp; Spatial:</b> ArcGIS Pro/Online/Urban, Field Maps, Dashboards, QGIS, ENVI, GeoDa, Network Analyst, Business Analyst  |
| <b>Programming &amp; Data:</b> R, Python/arcpy, SQL, APIs, JMP, Excel; Census/ACS, Lightcast, OnTheMap, CoStar, Placer.ai        |
| <b>Digital Engineering &amp; Design:</b> Rhino, OpenUSD/Omniverse, SysML 2.0/OpenMBEE, Unreal, ROS/ROS2, Adobe Illustrator/Canva |

References available upon request

View additional projects, research, and detailed work samples at [urban2orbit.studio](http://urban2orbit.studio)