

# ZONGRONG (JASPER). LI

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## EDUCATION

### University of Southern California

Los Angeles, CA

*Master of Science, Spatial Data Science*

GPA: 3.95/4

Advisor: Prof. Siqin Wang & Prof. Yi Qi, USC Spatial Sciences Institute

Expected May 2025

### Nanjing Audit University

Nanjing, CN

*Bachelor of Economics, Finance*

GPA: 3.53/5

Advisor: Prof. Chong Peng, Urban Economics Lab

May 2022

## PUBLICATION

[1] Li, Z., Su, Y., & Zhao, W\*. (2025). Seeing Cities Through Building's Eyes: Building Center Database Construction Using Satellite and Street View Imagery with Multi-Version Large Language Models. *International Journal of Applied Earth Observation and Geoinformation*. (Under Review)

[2] Li, Z., Xu, J., Wang, S\*., Wu, Y., & Li, H. (2025). StreetViewLLM: Extracting Geospatial Information Using Multimodal Chain-of-Thought Large Language Models. *International Journal of Applied Earth Observation and Geoinformation*. (Under Review)

[3] Li, Z., Su, Y., Zhu, C., & Zhao, W\*. (2024). BuildingView: Constructing Urban Building Exteriors Databases with Street View Imagery and Multimodal Large Language Model. *arXiv preprint arXiv:2409.19527*.

[4] Li, Z., Li, Q., Li, H., Wang, S\*., & Qi, Y\*. (2024). Multi-source tri-environmental conceptual framework for fire impact analysis. *Urban Info* 3, 31. <https://doi.org/10.1007/s44212-024-00063-7>

## RESEARCH EXPERIENCE

### The Hong Kong University of Science and Technology (Guangzhou)

Remote

Research Assistant – Mentor: Prof. Wufan Zhao

Jun 2024 to Present

- Develop BuildingView: constructing urban building exterior databases with Street View Imagery and Multimodal Large Language Models, integrating OpenStreetMap, Google Street View, and remote sensing data to create databases for cities like New York, Amsterdam, and Singapore;
- Collect 5 years' worth of urban building exterior indicators from scholars' research to better understand fairness in the built environment across cities;
- Expand the database using multi-source data, including street view imagery and remote sensing, and validate findings with data from third-party real estate transaction platforms.

### University of Southern California

Los Angeles, CA

Research Assistant – Mentors: Prof. Siqin Wang, Prof. Yi Qi

September 2023 to Present

- Develop a Multi-source Tri-environmental Conceptual Framework for Fire Impact Analysis, integrating optical, thermal, and demographic data to provide a comprehensive estimation of the 2023 Hawaii wildfire damages;

Corresponding author\*, Co-first authors

- Create the StreetViewLLM tool, utilizing multimodal Chain-of-Thought reasoning in large language models for efficient geospatial information extraction;
- Leverage large language models' generative capabilities to enhance the accuracy and speed of wildfire damage predictions through advanced geospatial computation techniques.

### **The Hong Kong Polytechnic University**

Remote

*Research Assistant – Mentor: Prof. Zhiwei Li*

September 2023 to August 2024

- Engaged in a comprehensive study evaluating the impact of floods on megacities globally, focusing on identifying affected regions and populations;
- Utilized Google Earth Engine (GEE) for data acquisition and analysis, leveraging tools such as VIIRS nighttime light data, and global flood databases;
- Analyzed recovery times post-flood events using changes in nighttime light data, assessing regional disparities in vulnerability and flood response.

### **Nanjing Audit University**

Nanjing, CN

*Research Assistant – Mentor: Prof. Chong Peng*

September 2019 to May 2021

- Analyzed over 3 terabytes of urban data, covering aspects like traffic patterns, housing densities, and public amenities.
- Utilized GIS to map out inefficiencies in urban transportation networks, revealing areas with a 20% longer commute time than the city average.
- Assisted local governance bodies in setting up a geospatial data warehouse, streamlining the data collection and decision-making process.

## **INDUSTRY EXPERIENCE**

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### **City of Hope**

Los Angeles, CA

*Data Science Intern – Mentor: Dr. Jay Yang*

January 2024 to September 2024

- Engaged in a pivotal role within a multidisciplinary team to evaluate deep learning models, such as Convolutional Neural Networks (CNNs) and Graph Neural Networks (GNNs), applied satellite imagery for urban health data assessment.;
- Focused on the intersection of urban form, structural racism, and environmental risks, contributing to the development of models that predict disparities in air pollution and urban heat islands;
- Validated methodologies through comprehensive demographic data analysis, with a record of achieving high accuracy in distinguishing socio-economic regions using unsupervised learning techniques.

### **NetEase Youdao**

Beijing, CN

*Data Analyst Intern – Business Analysis Department*

January 2023 to April 2023

- Cleaned and standardized data from sales teams in more than 50 regions, education quality data from more than 2,000 colleges;
- Created a Tableau data map to help the sales team realize that localized and customized sales may significantly increase sales conversion by 30% within an acceptable cost range;
- Completed the Tiktok online education industry ecological report, and helped the product team enter the relevant market for preliminary research.

### **BDO**

Shanghai, CN

*Audit Intern – Energy Company Group*

December 2022 to January 2022

- Engaged in the annual audit of an energy company and 7 subsidiaries in the real estate and textile industry;
- Audited accounts such as fixed assets, intangible assets, profits, and account receivables, prepared 25 confirmation letters, conducted 7 fixed asset audits, and drafted 25 working papers;
- Interviewed financial executives about intern control and business process, spotted financial risks related to lack of management, and examined statements of cash flow and financial indicators to support going concern assumptions.

## TEACHING EXPERIENCE

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### University of Southern California

Los Angeles, CA

*Graduate Grader – Courses: SSCI 581 Concepts for Spatial Thinking & SSCI-583: Spatial Analysis and Modeling*  
January 2024 to Present

- Grade assignments and exams as directed by the course instructor, ensuring accurate and timely feedback.
- Attend weekly meetings with the instructor to discuss grading criteria and adjust approaches as needed.
- MProvide additional grading support for projects and exams, ensuring consistency in evaluation.

## HONOR AND CERTIFICATE

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2024Fall GSG Professional Development Fund	February 2025
Finalist for the GISS Student Honors Paper Competition	December 2024
LA GeoSpatial Summit - Story Map Participation Award	February 2024
Bronze medal in Kaggle's Child Mind Institute - Detect Sleep States	January 2023
"Outstanding Graduates" (Top 5%)	May 2022
Nanjing Audit University Outstanding Student Comprehensive Scholarship (Top 5%)	October 2021
"Internet+" University Student Innovation and Entrepreneurship Competition Campus Selection (Second Prize)	June 2021
"Advanced Individual in Social Practice"(Top 10%)	May 2021
World Chinese Debating Championship Jiangsu Regional Champion	November 2019
Nanjing Audit University Debate Tournament Second Place	May 2019

## PARTICIPATION

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2025 AAG Annual Meeting\*  
2025 LA GeoSpatial Summit\*  
2025 Young Scholar Symposium on Spatiotemporal Data Science  
2024 LA GeoSpatial Summit  
2024 Esri User Conference  
2024 Esri Fall Education Open House

## ADDITIONAL INFORMATION

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*Applications:* ArcGIS Pro, GEE, Python, JavaScript, Java

*Languages:* Fluent in Mandarin, English