MING LI

Mingli668@gmail.com ● (619) 723-5043 ● 13256 Via Santillana, San Diego, CA 92129

SUMMARY
Seasoned professional in big data mining and machine learning in a variety of areas including credit/debit card fraud detection, marketing, mobile recommendation; Accomplished executive in big data infrastructure, architecture and intelligence in Finance, Ecommerce and VOIP industries.

PROFESSIONAL EXPERIENCE
CHIEF BIG-DATA SCIENTIST, ARCHITECT & CO-FOUNDER*, Direct BI Inc.,* San Diego   JAN 12 – CURRENT

Big-data solution for IOT (Internet Of Things)
Setup big data architecture and big data intelligence for startups in smart-home and wearable devices. Integrate new LAMP (Linux/Apache/MongoDB/PHP) with Lambda-architecture using Hadoop and ELK stack. Provide big data solutions with real time control, real time intelligence and big data mining.

Mobile Recommendation System for guangnaqu.com
Led team crossing fields/countries and drove ideas to products. Designed and developed scalable big data solution using MongoDB, Hadoop and Spark. Applied state-of-the-art recommendation engine based on users' behaviors and applied to huge Chinese market. Processed more than 300,000 deals from top 50,000 shops in China and recommended to different users on real time through mobile devices. Presented to merchants' executives and VCs for potential cooperation.

Big Data and Business Intelligence Suite for Phone.com Inc
Designed and developed data warehouse and business intelligence suite for VOIP service. Established cross-functional relationships and streamlined business request, data analysis and marketing. Scaled out BI architecture for different big data platforms for potential big market. Improved process efficiency significantly with standardized process and reusable templates in BI suite.

LEAD SCIENTIST/SENIOR SCIENTIST*, FICO/Fair Isaac,* San Diego   AUG 02 – DEC 11

On-line Consortium Fraud Detection Model for Physical Goods
Designed and developed the new generation physical goods model, the most advanced online fraud detection system. Increased fraud detection by 55% with very low false positive ratio. Deployed in dozens online physical goods merchants with more than $10 million revenue.

Credit Card Risk Model
Designed and built new credit card risk model, the core business for commercial banks. Integrated different data sources with different modeling technologies. Improved model accuracy and enhanced system stability. Deployed the model to several banks in US with good feedbacks.

Meta Data warehouse
Integrated resources from different groups to design and implement the first meta-data warehouse, a big data system to automatically process three terabyte data monthly for more than 200 clients. Improved data process efficiency and data quality by ten times comparing with original manual process.

Analytic Tools Repository
Consolidated and centralized analytic tools into one location for easy maintain and release. Streamlined data and modeling processing for fraud detection product line. Speeded up modeling process significantly which affected more than $100 million yearly revenue.

Cross Sell & Marketing Model
Designed and developed cross sell and marketing model based on user's behavior data, using high dimensional content vectors. Achieved ten times lift in the top bins, which brought significantly value to retailers.

SENIOR SOFTWARE ENGINEER/STAFF SCIENTIST*, HNC/Aptex,* San Diego   OCT 98 – JUL 02
Designed and developed modeling tools such as logistic regression and neural network model. Applied the modeling tools to solve real problems, such as fraud detection, cross selling, risk analysis, etc.

EDUCATION

MS, APPLIED MATHEMATICS, GPA 3.9/4.0, University of Southern California (USC)

MS, COMPUTER ENGINEERING, GPA 3.8/4.0, University of Southern California (USC)

MS, PROBABILITY & STATISTICS, GPA 3.9/4.0, Peking University (PKU), Beijing, China