YI-CHEN, LIN (Cinny)[1]

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EDUCATION

Shanghai, China; London, U.K.   **New York University**   *Expected Graduation: May 2022*
- Data Science, Artificial Intelligence concentration (GPA: 3.67/4)
- Dean's List, Man Shi Global Future Scholars, Zhang & Cheung Scholar, NYU Executive Alumni Mentee
- Coursework: Data Structures, Algorithms, Machine Learning, Information Visualization, Econometrics

Lead Learning Assistant   *December 2020 - Present*
- Led weekly review sessions for Intro to Computer Programming, Intro to Computer Science, Linear Algebra, Statistics for Business

PRODUCT MANAGEMENT & DEVELOPMENT EXPERIENCES

Product Management Intern   **OrCam Technologies**   *June 2019 – Aug 2019*
- Led the product launch in Taiwan, receiving notable media exposure including my video campaign which has over 141K views to date
- Facilitated cross-functional communication between QA team, R&D team, web team, PR team, and creative media design team
- Pitched to Peking University MBA Executives and provincial leaders; successfully invited a Taiwanese Legislative Yuan Member to call for government funding at our live television broadcast; maintained entrepreneurial outreach efforts with the delegations
- Debugged with QA team on Chinese OCR; proposed to R&D team a TTS method that improves conversion by 20 percent

Product Development Intern   **Block Aero**   *Oct 2018 – Dec 2018*
- Trained and labelled large sets of digitize aircraft records for CTO, resulting in prominent increase in machine learning accuracy
- Built a competitors spreadsheet and identified 3 other competitors for VP Strategy; proposed 2 ways to further develop our product

DATA-DRIVEN BUSINESS EXPERIENCES

Business Analyst   **NYU Digital Marketing Analytics**   *Sep 2020 – Dec 2020*
- Used A/B testing to determine the optimal content display on Booking.com review page which improved conversion rates by 30%
- Applied k-means clustering on a fast food chain in Chicago and suggested targeted marketing based on three customer profiles
- Tested five attribution model for a D2C clothing business and found a channel that significantly reduces advertising budget
- Predicted churn rate for a P2P music streaming service and proposed discount offering that could improve revenue by 5%

Data Team Lead   **Wave Learning Festival**   *June 2020 – Dec 2020*
- Segmented students based on past enrollment data and sends customized email newsletter about course and events recommendation
- Developed a course enrollment automation algorithm, which improved the students that got in their desired courses by 22 percent
- Created retention rate summaries and suggested marketing strategies which doubled registrations in the following session

VP / Director of Education   **TAMID Group**   *Sep 2018 – May 2020*
- Planned weekly seminar sessions for 50+ members, teaching investing, consulting, networking and entrepreneurship
- Consulted for Golan Heights Winery on how to successfully enter the Chinese market based on market data and case studies
- Researched for Truyo on how Chinese companies (specifically the eCommerce sector) were complying with the GDPR law

RESEARCH EXPERIENCES

Research Assistant   *under Professor Bruno Abrahao*   *Dec 2020 - Present*
- Applying evolutionary game theory on social networks where there are imbalances in mutual ratings driven by social demographics

Research Assistant   *under Professor C. Grace Haaf*   *Sep 2020 - Present*
- Using regression models to find unusual behavior patterns in poker bots decisions to infer irrationality in artificially intelligent agents

Research Fellow, Data Team Lead   **NYU Humanities Lab**   *June 2020 - Dec 2020*
- Built a name-nationality classification model that improved prediction accuracy by 30% and mapped restaurant data

PERSONAL PROJECTS

Lead Project Manager   **Machine Learning: Optimized Recommender System**   *Sep 2020 - Dec 2020*
- Tested the role of reading tags and book covers in book recommender system and improved prediction by 92% with TF-iDF and CNN

Initiator / Project Manager   **Information Visualization: KnowMyProfessor.com**   *Sep 2020 - Dec 2020*
- Visualized professor network graph and respective coauthor profiles using data scraped from Google Scholar

AWARDS & ACCOMPLISHMENTS

Lead Project Manager   **Sustainable Sustainability Startathon**   *Nov 2018*
- *First Place*, Invented an electric skateboard, integrating RenewMaterial's strawboard and portable rechargeable battery

Lead Project Manager   **Significant Outreach Social Entrepreneurship Ideathon**   *Oct 2018*
- *Second Runner-Up*, Proposed a feasible and profitable business model for social enterprises to solve Zero Hunger

SKILLS

- **Languages:** Native in Chinese, Fluent in English (IELTS: 7.5/9), Limited Working Proficiency in German (CEFR B2.2)
- **Programming Languages:** Proficient in Python, R, MATLAB; Familiar with SQL, HTML & CSS, JavaScript

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[1] last updated on Feb 1, 2021