

# ROGERS LEE

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Experienced data scientist with a history of working closely with cross-functional teams to guarantee the precision and reliability of data and insights. Proficient in spearheading predictive modeling projects and delivering practical insights to enhance business efficiency and achieve strategic objectives.

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## EXPERIENCE

### Data Scientist | ZIDEA | Singapore, Singapore

February 2020 – October 2023

- Increased customer acquisition by 20% by researching and applying machine learning algorithms to optimize marketing strategies.
- Orchestrated the creation of a comprehensive real-time reporting infrastructure for executives and stakeholders by leveraging SAS, Tableau, and proprietary systems; enabled timely data-driven insights, resulting in a 15% increase in revenue and streamlined processes across the organization.
- Communicated with stakeholders to develop interactive dashboards that led to a 20% improvement in operational efficiency and a 25% reduction in response time to critical issues, enhancing decision-making processes across the organization.
- Restructured and managed AI-based databases, implementing data cleaning and preprocessing techniques to enhance data quality by 26% and reduce data retrieval time by 35%.
- Worked closely with a team of data engineers and BI analysts to improve the efficiency customer recommendation analytics engine by 33%.

### Machine Learning Engineer | WebZap Technologies | Wan Chai, Hong Kong

January 2016 – December 2019

- Collaborated with a startup to build a chatbot using NLP techniques, which reduced customer support response times by 50% and improved overall user experience.
- Built a custom computer vision application for a client in the retail industry, enabling automated product recognition and inventory management, resulting in a 30% reduction in stock discrepancies.
- Led the development of a real-time fraud detection model, resulting in a 40% reduction in fraudulent transactions and saving the company \$1 million annually.
- Created a customer attrition random forest model, improving monthly retention by 6 basis points for customers likely to attrit by servicing relevant product features for them.
- Validated incoming data to check information accuracy and integrity while independently locating and correcting concerns to ensure a 95% accuracy rate in data validation.

### Machine Learning Researcher | Hong Kong University of Science and Technology | Clear Water Bay, Hong Kong

November 2013 – December 2015

- Determined, using Python clustering methods, groups of states where underwriting models were underperforming, and owned improvements to increase profit by 4%.
- Developed a novel deep learning model that achieved a 30% increase in prediction accuracy for medical image analysis.
- Designed custom natural language processing (NLP) models for sentiment analysis, gaining academic recognition for outperforming 20% of existing benchmarks.
- Extracted data from 7 disparate sources, and increased agility and accuracy with a centralized system.
- Created machine learning models to improve inventory management, leading to a 21% decrease in stockouts and a 18% increase in inventory turnover.

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## EDUCATION

**Master of Science(MS), Data-Driven Modeling | Hong Kong University of Science and Technology (HKUST)**  
December 2013 – June 2015

**Bachelor of Science(BS), Mathematics | Hong Kong University of Science and Technology (HKUST)**  
April 2010 – October 2013

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## SKILLS

- Data analysis and trend identification
- Predictive modeling
- Data cleaning and preprocessing
- Data Mining
- Statistical Analysis
- Machine Learning model development
- Time Series Forecasting
- Natural Language Processing
- Recommendation Engines
- Elastic Search
- Custom Chatbots using LLM
- Computer Vision
- Web Scrapping
- Web application development using AI
- Communication and Presentation Skills
- Python/R Programming
- SQL Database Management
- Python Libraries for Data Science
- Deep Learning Frameworks
- MySQL
- PostgreSQL
- Data Visualization (Tableau, Power BI, etc.)
- Big Data (Hadoop, Spark)
- Streamlit
- Flask
- Snowflake
- JavaScript/TypeScript
- React/NextJS
- NodeJS
- Tailwind CSS