

Minh Do

Lead AI (Fraud Detection)



EXPERIENCE

Lead AI - Woowa Brothers (Baemin)

November 2019 - June 2021

- Build and lead the core data team of Baemin including data scientists, data analysts and data engineers specializing in fraud detection.
- Design the Fraud Detection Framework including Deterrent, Preventative and Corrective Layers.
- Establish the Fraud Squad to combat fraud.
- Propose product improvement and marketing campaign rules to prevent fraud cases.
- Results:
 - Robust fraud detection system comprising of a mixture of rules-based and AI models to detect fraudsters.
 - User classification system to distinguish Low-Value (Fraud) users with others to avoid mistakes in blocking genuine users.
 - AI-powered service to detect riders wearing competitors' uniforms.
 - Reliable, scalable data infrastructure processing TBs of data per day.

Senior Data Engineer – Home Credit

April 2018 – October 2019

- Work in a project of migrating the data warehouse from on-premise server to cloud services.
- Work as a data architect to design architecture for the company's new digital product.
- Build data pipelines and data warehouse for the new product.
- Growth data analysis improve conversion rate.

Data Analyst – Siva & Associates Inc.

February 2013 – December 2015

- Build the data mart for Siva Vietnam.
- Analyze the company's data to prepare periodically sales reports.
- Automate sales report.

Data Analyst – Vietsea JSC.

January 2011 – January 2013

- Develop the sales compensation plan.
- Build periodically sales reports.