

Ying Tung Lin

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EDUCATION

University at Buffalo, The State University of New York
M.S., School of Engineering and Applied Sciences (Data Science)
Fu Jen Catholic University
B.S., Computer Science Information Engineering

Buffalo, NY
Aug 2022 - Dec 2023
Taipei, Taiwan
Sep 2013 - June 2017

SKILLS

- Programming: Python, SQL, Pytorch, Pandas, R, Matlab, CSS, HTML, MediaPipe, C++
- Data Visualization: Folium, Matplotlib, Tableau
- Languages: Mandarin (native), English (advanced), Japanese (intermediate)
- Data Validation, Statistical Analysis, Scrum

PROJECT

Crime Reports in Buffalo

- Organized messy data from a JSON file into a structured format, improving data readability and accessibility
- Implemented **SQL** and **Python** to develop and organize a database to store and manage structured data
- Utilized Python's **Folium package** to plot crime data on an interactive map, displaying the date and type of each crime by longitude and latitude coordinates, providing valuable insights into crime patterns and hotspots.

Predicting Heart Disease

- Employed **Python Seaborn** and **Matplotlib** to analyze data visually
- Utilizing **PCA** and **VIP scores** to identify the most critical features for effective decision-making and insights.
- Developed a predictive model using machine learning algorithms such as **logistic regression** and **decision trees** to identify patients at high risk of heart disease.

Hand Gesture Recognition

- Employed **Pytorch** to train the CNN model (AlexNet base)
- Utilized **Python** and **OpenCV** to preprocess images and convert data to tensor, enabling them to be executed by the model.
- Integrated the **Mediapipe Library** to detect hand gestures.

Analyzing Different E-Commerce Marketing Strategies by R

- Utilize **PCA** to identify the most important variables that explain the variation in E-commerce sales.
- Implement **K-means** to group customers based on purchasing behavior and gain insights into their unique characteristics.

Design Database for Online Retail Dataset

- Utilize **Streamlit** to connect the database to build UI online.
- Implement SQL-created relational systems to extract valuable data from the database by issuing queries.

WORK EXPERIENCE

Scarlet Tech

Taipei, Taiwan

Scarlet Tech focuses on improving occupational safety and environmental health by leveraging Internet of Things (IoT) technology.

Sales Marketing Analyst

May 2019 - July 2022

- Developed and maintained a comprehensive database for **inventory management**
- Analyzed customer engagement and sales data to identify opportunities for optimization and improve product landing pages utilizing **HTML**, **CSS**, **JavaScript**, and **SEO** best practices
- **Improved sales by 500%** by analyzing market trends in the Middle East and developing new clients in Thailand and Benin
- Assessed the effectiveness of various features of the website and made data-driven decisions based on the results of GA A/B testing

Fu Jen University Information Center

Taipei, Taiwan

System Engineer

January - Mar 2018

- Developed and maintained the university course selection system using the **MVC pattern** and **Java** to optimize performance. Collaboration with cross-functional teams to improve the system.

ENJAR Taiwan International Ltd

Taipei, Taiwan

With 16 years of experience in retail and marketing development, specializing in new retail and O2O. ENJAR created the world's first platform that combines offline chain store management and online traffic, serving over 100 chain brands.

Engineer Intern

May - August 2016

- Applied statistical and machine learning techniques to analyze and improve **XPOS** system performance
- C language and **SQL** skills were utilized to customize XPOS functions and resolve client issues

VisualGoal Technology

Tokyo & Taipei

Visual Goal comes from semiconductor groups in Taiwan, then set up R&D centers in Taiwan and Japan, and develop automotive-related products with renowned WRC, GT racers, and BMW engineers.

Marketing Sales

Mar 2018 - Mar 2019

- Achieved **250% social media engagement** increase via Facebook and Instagram by analyzing data
- Maintained and built the official website using **HTML** and **CSS**, ensuring a high-quality user experience.