Arne Huang

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INTRODUCTION

I'm an associate technology analyst at Citi. I'm looking to gain product management experience at a smaller, more agile company.

CURRENT ROLE

TECHNOLOGY ANALYST
CITIGROUP
JUNE 2016 - PRESENT

I primarily cover 3 features on CitiVelocity.com. I am also involved in projects for FX Velocity, Rates Velocity and Futures (Fidessa).

Achievements for CitiVelocity.com:
- Initiated the conversion from research to trading (**currently 20% of DAU click through**) by implementing a one-click link to our trading platforms from our research articles
- **Decreased average support ticket time from 17 minutes to 12** by spearheading the "Mimic" function which allows support teams to diagnose user issues by completely mimicking user profiles
- **Reduced subscription related queries from clients by 30%** through a rework of the subscription manager
- **Reduced how long access request tickets remained open for by 15%** by introducing automated requests for approval from sales

I achieved the above by constantly gathering information:

- *I'm always talking to internal and external users, formally and informally, trying to determine pain points*
- *I'm constantly analyzing what's out in the market: the current trending features that stick, as well as our competitors' features*
- *I'm in constant communication with sales, marketing, support and developers taking in their insights and tracking KPIs*
- *I analyze usage metrics and KPIs to determine if any actionable insights are present as priorities*

I synthesize all of the above information in order to advise developers **what the priorities are for the next sprint, what the roadmap looks like and how best to execute in the short and long term**.

EXPERIENCE | **DATA SCIENTIST CONSULTING INTERNSHIP**
CUSTOMER MARKETING GROUP
MAY 2015 – AUGUST 2015

Worked with two clients, Tena and Wholesome Sweeteners, who came with the goal of driving more top line revenue.

1. Started by deep diving into sales data - visual explorations, summary statistics. I no longer touch the mouse using Excel.
2. Generated informed hypotheses - "a 20% discount during holiday season will result in 30% lift"
3. Tested these hypotheses - linear / logistic regression, ANOVA, cross-validation, etc. Contributed to custom R package.
4. Given statistically significant improvement, I built forecasts in R
5. Finally, along with upper management, I presented 7 key findings to the clients.

During my time here I also built a generalized inventory model to track how much product distributors are warehousing. This model led to the discovery of several distributors diverting the inventory of our clients. Partnering with upper management, I presented this insight to key stakeholders.

EDUCATION | **UNIVERSITY OF WATERLOO**, WATERLOO, ONTARIO, CANADA
BACHELOR OF MATHEMATICS

Double major in Statistics and Psychology, Dean's Honour List

Led two research projects winning $10000 in undergraduate research awards

Relevant Courses: Data Structures & Algorithms, Managing Information Systems, Databases, Networks, Financial Computation, Forecasting, Generalized Regression Modeling, Experimental Design