

# Wen Xiao

wenxiao.blog | portfolio: maielld1.github.io/WenX  
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## EDUCATION

### THE CHINESE UNIVERSITY OF HONG KONG

#### PHD IN PSYCHOLOGY

Grad. Dec 2011 | Hong Kong

### PEKING UNIVERSITY

#### BS IN PSYCHOLOGY

Grad. June 2007 | Beijing, China

Cum. GPA: 3.77 / 4.0

Major GPA: 3.87 / 4.0

### RYERSON UNIVERSITY

#### CERTIFICATE IN DATA ANALYTICS, BIG DATA, AND PREDICTIVE ANALYTICS

Jan 2017 | Toronto, Canada

## LINKS

Github:// wenxiao

LinkedIn:// wenxiao

Google Scholar:// wenxiao

## COURSEWORK

### RYERSON UNIVERSITY

Data Analytics: Basic Methods

Introduction to Big Data

Data Organization for Data Analysts

Data Analytics: Advanced Methods

Big Data Analytics Tools

### COURSERA

Machine Learning by Stanford University

### DATAQUEST

Exploratory Data Visualization

Data Cleaning

SQL and Database

Spark and Map-reduce

Natural Language Processing

Probability and Statistics in Python

Machine Learning in Python

Data Structures and Algorithms

## SKILLS

### PROGRAMMING

R • Shell • Python • SAS

Matlab • PHP • MySQL •

### DATA TOOLS

Tableau • Hadoop • Spark •

Scikit-learn • Matplotlib • Numpy •

Pandas

## PROFILE

Data Scientist | Machine Learning | Statistic Modeling | Data Mining

3 years of work experience in coordinating marketing strategies for musical instrument retail sector. Demonstrated ability in developing, designing and implementing machine learning models for classification, clustering and recommendation systems. Practical experience in programming with Python, R, Matlab.

## EXPERIENCE

### KAGGLE | FREELANCER

Jan 2018 - Present | Toronto, ON

- Developed an algorithm to analyze the demand for Avito online classified ad. Generated new features related to image as indicators about the image quality. Used LightBGM and NN models
- Helped PASSNYC determine which schools need their services the most. Presenting insights with dashboards

### STEINWAY PIANO GALLERY TORONTO

#### MARKETING COORDINATOR

Dec 2014 - Aug 2017 | Toronto, ON

- Analyzed factors that contributed store traffic and planned store promotions and events to increase traffic and customer contact database
- Planned and implanted promotional campaigns and offsite events, e.g., Canadian International AutoShow, Markham Music Festival, gala dinner.
- Managed and improved lead generation campaigns (online and offline activities) and measured lead effectiveness and quality.
- Analyzed sales activities and recommended solutions; created communication support plans for the sales department

### THE CHINESE UNIVERSITY OF HONG KONG

#### TEACHING ASSISTANT

Sep 2007 - Aug 2011 | Hong Kong

- Taught undergraduate courses and led tutorial on applied statistics in psychology and basic learning processes
- Consistently received student evaluation in the 90th percentile

## RESEARCH

### DR. KANG LEE'S DEVELOPMENT LAB | PostDoc RESEARCHER

Jan 2012 - Dec 2013 | University of Toronto, Toronto, ON

- Used Eye-tracking technology to study how human scan faces during face recognition
- Studied racial bias and strategies to reduce bias via perceptual training
- Developed an advanced technology Transdermal Optical Imaging to study face processing and deception

### READING AND LANGUAGE LAB | VISITING SCHOLAR

Sep 2010 - Dec 2010 | Washington University in St. Louis, MI

- Designed a study to test iconicity feature of Chinese character and published the data in the journal Behavioral Research Methods.