Wen Xiao

wenxiao.blog | portfolio: saraxiao.github.io
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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

DATA SCIENTIST | MACHINE LEARNING | STATISTIC MODELING

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

- Helped an insurance company to build a model to predict the propensity to pay renewal premium and developed an incentive plan for its agents to maximize the net revenue
- Classified webpage based on web content and url

TOM LEE MUSIC 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 activites) 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.