

Jing Guo

Dr., Data Scientist, Manager

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Skills

DATA SCIENCE

Classification, Regression,
Predictive Modeling, NLP, OCR,
Text mining, Big data,
Forecasting, Time series analysis,
Graph analysis, Deep learning,
Basic statistics, genAI

LANGUAGES

Python, SQL, PySpark, R

DATABASES

MySQL, Hive, Snowflake

OTHERS

Git, AWS, Tableau

CERTIFICATE

Professional Scrum Master I,
Professional Product Owner I,
SAFe Product Owner/Manager

Education

2013-2018

PH.D.

COMPUTATIONAL BIOLOGY

Nanyang Technological University -
Singapore

2009-2012

MASTER

BIOINFORMATICS

Southeast University - China

2005-2009

BACHELOR

BIOMEDICAL ENGINEERING

Southeast University - China

LANGUAGE

CHINESE

Native

ENGLISH

Professional

Experience

JUN 2023-NOW **Johnson & Johnson, Singapore** **Data Scientist, Manager**

- Led cross-functional AI initiatives to design and deploy genAI tools powered by LLMs, including code assistants, sales rep co-pilots, AI coaching and knowledge summarization tools. These tools improved team efficiency and were scaled across multiple markets.
- Partnered with commercial and strategy teams to support targeted product launches through segmentation, uplift modeling, and field experimentation, helping optimize go-to-market strategies and improve conversion rates.
- Headed user behavior analytics and journey modeling projects using internal and external data, identifying customer dropout patterns, high-value segments, and engagement optimization opportunities.
- Championed the development of reusable analytics components, including prompt templates, fine-tuned models, and automated data pipelines, boosting project velocity and consistency.

JAN 2020-JUN 2023 **Roche, Singapore** **Data Scientist, Team Lead**

- Led projects including sales strategy generation, sales forecasting, survey analysis, sales opportunity recommendation, churn prediction, customer segmentation, price & volume analysis, public text data mining, and OCR for scanned invoices.
- Orchestrated cross-functional teams to apply data mining and advanced analytics to support businesses in deriving value from data science and analytics.
- Supported and coached a data science team with 6 members across 3 countries.

FEB 2018-DEC 2019 **Shopee, Singapore** **Senior Data Scientist**

- Forecasted product organic sales using predictive models to guide logistics preparation, significantly improving shortage and overstock rates.
- Clustered products from various e-commerce platforms to standard product units, achieving a 60% matching rate with over 95% accuracy.
- Developed a credit scoring model to infer customer credit payment patterns from user behavior data, used to develop marketing strategies.
- Worked with the data engineering team to develop and manage a GPS mapping pipeline providing customer geolocation info.
- Identified clickspam fraudsters via graph analysis to generate and parse a click network.