

# Hui Lin

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## Computer Skill:

Programming: R (10+ years), Python (4 years), SQL(8 years)  
Static Web: CSS, JavaScript, HTML5, Jekyll  
Software and system: Linux/Unix, AWS, Spark, Google Cloud

## Working and Research Experience

**Sep.2021 - Present, Lead Quantitative Researcher, Shopify, San Jose, CA, USA**

Help Shopify understand how the current and future Merchants, Developers, Marketplaces and Partners fit together. Identify opportunities to intervene with Products that help Merchants succeed.

**Jul.2020 - Sep.2021, Quantitative UX Researcher, Google, Mountain View, CA, USA**

1. Lead and build a user-centered metric tracking framework with a team of PM, SWE, UXR, and Analysts.
2. Address product needs, competitive positioning, and unmet user needs through a combination of a large-scale survey, text analytics, preference modeling, and log analysis.
3. Work closely with the machine intelligence team on innovative AI features.
4. Drive change by communicating actionable findings to experts and non-experts in the organization.

**May.2018 - Jun.2020, Head of data science, Netlify, San Francisco, CA, USA**

I built the data science team @Netlify from scratch.

1. Build up and lead a data science team to unlock the optimization for growth and sales enablement (Netlify user has grown 15%+ MoM, revenue has grown 10% MoM)
2. Partner with the infrastructure team to build data pipeline to centralize large scale of user-generated data (Data Lake) in a big data cloud environment using Hadoop and Spark.
3. Design and build Data Mart for business users.
4. Define and lead the development of foundational user behavior analysis

**May.2013 - Apr.2018, Data Scientist (Tech Lead), DuPont, Johnston, IA, USA**

Provide data science leadership for a broad range of analytics in North America Marketing

1. Predictive Analytics (machine learning)
2. Marketing programs analysis under the observational scenario
3. Analyze market research survey data using psychometric models and natural language processing; quantitatively study customer perception and choice to guide branding, budget, and pricing decision.

Lead the project of building marketing data pipeline

1. Build marketing database in the cloud
2. Automate models and dashboard that track business performance
3. Social media analytics

**Jun.2012 - Apr.2013**, Consultant, Statistical Consulting for Business College, Iowa State University

**Sep.2009 - Apr.2013**, Statistician, [Production Animal Disease Risk Assessment Program](#)

**Aug.2011 - May.2012**, Consultant, General University Statistical Consulting and Statistics Consulting for College of Veterinary Medicine, Iowa State University

## Book

[Machine Learning using R](#): By Hui Lin

Publisher: Publishing House of Electronics industry

Status: Published in Oct 2017

ISBN : 9787121326585

[Introduction to Data Science](#): By Hui Lin and Ming Li

Publisher: CRC Press

Status: 2021 Jun 31 (Expected)

Github: <https://github.com/happyrabbit/IntroDataScience>

## Book Translation

[Applied Predictive Modeling](#): By Max Kuhn and Kjell Johnson

Chinese translator for chapters 1-4, 12-14, 16, 18-20

Publisher in China: Huazhang Publishing Inc.

Status: Published in May 2016

[R for Marketing Research and Analytics](#): By Chris Chapman and Elea McDonnell Feit

Chinese translator for the book

Publisher in China: Huazhang Publishing Inc.

Status: Published in Oct 2016

[Statistical Rethinking - A Bayesian Course with Examples in R and Stan](#): By Richard McElreath

Chinese translator for the book

Publisher in China: Huazhang Publishing Inc.

Status: Published in Apr 2019

## Tutorials and Invited Talks

[User-centered metrics](#), 2021-07-01, invited by HyVee Analytics Team, [slides](#)

[Introduction to Deep Learning \(in R and Python\)](#)

2021-05-17, The Statistical Methods in Imaging Conference 2021, [Recording](#)

[Introduction to Data Science, Machine Learning and Deep Learning \(in R and Python\)](#)

2021-04-24, SCASA 40th Annual Applied Statistics Workshop

2021-06-26, ASA Council of Chapters Traveling Course [Orange county-long beach]

2021-07-23, ASA Council of Chapters Traveling Course [Nevada]

2021-08-06, ASA Council of Chapters Traveling Course [Georgia]

2021-08-20, ASA Council of Chapters Traveling Course [Columbus]

2021-09-16, ASA Council of Chapters Traveling Course [Middle Tennessee]

2021-10-09, ASA Council of Chapters Traveling Course [Boston]

2021-10-23, ASA Council of Chapters Traveling Course [New York]

## [Machine Learning, Deep Learning and Big Data](#)

2020-05-27, ASA Council of Chapters Traveling Course [Arkansas]  
2020-06-22, ASA Council of Chapters Traveling Course [Oklahoma]  
2020-10-01, ASA Council of Chapters Traveling Course [Kansas-Western MO]  
2020-10-09, ASA Council of Chapters Traveling Course [San Francisco]  
2020-10-22, ASA Council of Chapters Traveling Course [North Texas]  
2020-11-06, ASA Council of Chapters Traveling Course [Twin Cities]  
2020-11-19, ASA Council of Chapters Traveling Course [Hawaii]  
2020-12-13, International Chinese Statistics Association Symposium 2020

[How to find a career path in data science?](#), 2020-04-16, Magnimind Academy Online Meetup

## [Big Data, Data Science and Deep Learning for Statistician](#)

2019-02-14, 2019 ASA Conference on Statistical Practice, New Orleans, LA  
2019-03-24, ENAR 2019 Spring Meeting, Philadelphia  
2019-05-15, 33rd New England Statistics Symposium (NESS), Hartford, CT  
2019-05-18, ASA Council of Chapters Traveling Course [Snake River Chapter]  
2019-06-08, ICSA 2019 Applied Statistics Symposium, Raleigh, NC  
2019-07-27, JSM 2019, Denver, CO  
2019-09-07, ASA Council of Chapters Traveling Course [Wisconsin Chapter]  
2019-09-14, ASA Council of Chapters Traveling Course [Indiana Chapter]  
2019-09-28, ASA Council of Chapters Traveling Course [Oregon Chapter]  
2019-10-19, ASA Council of Chapters Traveling Course [San Diego Chapter]

[Data Science and Deep Learning for Statisticians](#), 2019-04-25, Innovations in Design, Analysis, and Dissemination: Frontiers in Biostatistical Methods, Kansas City

[Use blogdown + Netlify to build and deploy your website](#), 2019-04-18, Bay Area useR Group, Mountain View, CA

Bridging Statistics and Data Science, 2018-10-03, [Fall Technical Conference](#), West Palm Beach, FL

Preparing Statistician to be Successful Big Data Scientist, 2018-06-14, [2018 ICSA Applied Statistics Symposium](#), New Brunswick, NJ

[Bridging Statistics and Data Science](#), 2018-06-11, Joint Research Conference, Santa Fe, NM

Marketing Data Science, 2018-3-23, The University of Iowa, [Slides](#)

How to be a data scientist, 2017-12-27, [DATAGURU](#), [Slides](#)

Introduction to Data Science, 2017-11-29, American Statistical Association, [Slides](#)

Preparing Statistician/Statistics Graduates to Be Data Scientist, 2017-07-30, [Joint Statistical Meeting 2017](#), [Course Website](#)

Interactive document and dashboard using R and shiny, 2017-07-12, [Central Iowa R User Group](#), [Blog](#)

Data Scientist Using R - Data Wrangling, 2017-05-02, [Central Iowa R User Group](#), [Blog](#)

Data Science Introduction, 2017-03-29, [Central Iowa R User Group](#), [Slides](#)

Unlock Unstructured Data, 2016-12-29, [Beijing Institute of Technology](#), [Slides](#), [Rcode](#)

Market Research Customer Perception Analytics, 2016-7-21, [Video](#), [Slides](#), [Rcode](#)

Data Wrangling in R and Model Technique, 2016-6-8, Capital of Statistics(COS)-North America, [Video](#), [Slides](#), [Rcode1](#), [Rcode2](#)

General Process of Data Analysis and Data Preprocessing, 2016-6-2, Capital of Statistics(COS) - North America, [Video](#), [Slides](#), [Rcode](#)

[Jewels Academy Math Camp](#), 2016.2.20, [Jewels Academy](#), Des Moines, Iowa

[What is data scientist](#), 2015.12.12, [Capital of Statistics\(COS\)](#), Beijing, CHINA, [Video](#), [Slides](#)

[Data Pre-processing Using R](#), 2015.11, [Central Iowa R User Group](#), Johnston, Iowa, USA

Analytics to Support Business Decision in Traditional Industry, 2014, 7th R conference, Beijing, CHINA

## Education

PhD in Statistics, Department of Statistics, Iowa State University, USA

MS in Statistics, Department of Statistics, Iowa State University, USA

BS in Statistics, School of Mathematical Science, Beijing Normal University, CHINA