Hui Lin

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TL;DR

Tech stack: 50% R + 30% SQL + 10% Python + 5% bash + 3% css + 2% html
Industry experience: Shopify (current), ex-Google, Netlify, DuPont
Role experience: Quantitative researcher, Quantitative UX researcher, Head of data science, Data scientist

Working and Research Experience

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

1. Build quantitative research as a discipline at Shopify
2. Conduct foundational researches on user perception (survey) and behavior (logs) to inform product strategy and market opportunities
3. Tackle complicated long-term problems in a multi-disciplined team of statistician, economist, social scientist and designer

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

1. Lead and build a user-centered metric tracking framework
2. Address product gaps, 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

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 pipelines to centralize large-scale user-generated data (Data Lake) in a big data cloud environment
3. Design and build Data Mart for business users
4. Define and lead the development of foundational user behavior analysis

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

1. Predictive Analytics (machine learning)
2. Marketing programs analysis under observational scenarios
3. Market research survey

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