

# Hui Lin

---

✉ [longqiman@gmail.com](mailto:longqiman@gmail.com) 🐇 [happyrabbit](#) 🌐 [scientistcafe.com](http://scientistcafe.com)

---

## 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:** Lead Quantitative Researcher (DS), Quantitative Researcher (UX), Data Science Manager, Marketing Data Scientist, Statistician

## Working and Research Experience

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

1. Lead quantitative research at Shopify
2. Conduct foundational research to inform product strategy and identify market opportunities using surveys and behavior analysis
3. Tackle complex, open-ended problems, break them down into achievable steps, and strive for a meaningful solution

**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 large-scale surveys, 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