Hui Lin

longqiman@gmail.com happyrabbit 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: Quantitative researcher, Quantitative UX researcher, Head of data science, Data scientist

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

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 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, Marketing Data Scientist (Tech Lead), DuPont, Johnston, IA, USA

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

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: WIP
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
Pubisher 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
Pubisher 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
Pubisher in China: Huazhang Publishing Inc.
Status: Published in Apr 2019

Selected Tutorials and Invited Talks

Data Science in Practice, 2022-06-13, 2022 Quality and Productivity Research conference

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

Introduction to Data Science, Machine Learning and Deep Learning (in R and Python)

Machine Learning, Deep Learning and Big Data