

Jenny Kong

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EDUCATION

M.S. in Data Science — *University of San Francisco*

July 2018 - June 2019

B.A. in Economics — *National Taiwan University*

September 2012 - June 2016

EXPERIENCE

Machine Learning Researcher — **UCSF Neuroscience Center**

November 2018 - PRESENT, San Francisco

- **Multivariate Pattern Analysis** - Classified brain activities on 35 GB+ functional MRI data in Python. [\[Project Slides\]](#)
- **Visualization** - Generated heat maps on brain scans to demonstrate stronger complex memory retrieval in young adults.
- **End-to-end Automated Pipeline** - Created a custom Python module on PyMVPA, a Python library for fMRI data, and Scikit-learn.

Data Scientist — **MDF Instruments**

August 2016 - June 2018, Los Angeles

- **Growth Forecasting** - Developed a data-driven strategy to address overstock/ out of stock inventory issues. Predict future sales volume by scrapping Amazon Ranking data
- **Time Series Analysis** - Revised sales forecast using SARIMA time series models which resulted in significant storage cost savings by reducing over-orders by 60k.
- **A/B Testing** - Designed a complete A/B testing pipeline for marketing campaigns with full factorial designs.

PROJECTS

Machine Learning

- **Recommendation System** - Built a recommendation system with TripAdvisor user data, reached MSE loss of 0.86 using collaborative filtering and Neural Nets in PyTorch.
- **Predicting In-App Purchase for Gaming App Users** - Achieved an AUC score of 0.96 with XGBoost model and Bayesian Optimization.
- **NLP** - Created an end-to-end pipeline to tokenize and encode text data with negative sampling for language models.

Experimental Design

- **Community Randomization** - Identified communities in Facebook ego-circles network data with networkX to avoid contamination.
- **Reinforcement Learning** - Constructed softmax bandit and Bayesian Probability Matching Bandit strategies to optimize a slot machine simulator.

San Francisco, CA

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SKILLS

- **Area of Interest:** Predictive Modeling, NLP, Recommendation System, Anomaly Detection, Neural Network, Hypothesis Testing, Bayesian Inference
- **Languages:** Python, R, Spark (PySpark, Spark SQL, Spark ML), PyTorch
- **Database/ Tools:** SQL (Postgres), NoSQL (MongoDB), AWS (S3, EMR, EC2, SageMaker), Plotly, Tableau

AWARDS

- Received scholarship from Wicklow AI & Medicine Research Initiative.
- Kaggle competition winner, presented at the USF Data Science Seminar.

COURSEWORK

- Machine Learning, Deep Learning, Computational Statistics, Time Series Analysis, Data Structure, Algorithms, Distributed Computing (PySpark), Data Visualization
- **Certification:** [Deep Learning Part I - fast.ai](#)

VOLUNTEER

Tech Mentor: Microsoft Girls in AI Hackathon in San Francisco