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]
- **Data Visualization** - Examined whether the functional brain network demonstrates stronger complex memory retrieval by generated heat maps on brain scans to show stronger complex memory retrieval in young adults.
- **Machine Learning Pipeline** - Improved readability and efficiency of scripts by creating 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**
  - Addressed overstock/ out of stock inventory issues with a data-driven strategy.
  - Predicted future sales volume by scrapping Amazon Ranking data in Python.
- **Time Series Analysis** - Reduced over-orders by 40% with revised sales forecast by implementing time series models.
- **A/B/N Testing** - Increased CTR by 15% by designing a complete experiment pipeline with multi-armed bandit strategies for marketing campaigns.

SELECTED INDIVIDUAL PROJECTS

Predicting In-App Purchase   March 2019

- Predicted whether a user will purchase in next 7 days based on user engagement data from a gaming app in Python.
- Created labels with time windows, feature hashing and interaction terms to achieve an AUC score of 0.96 with XGBoost model and Bayesian Optimization.

Recommendation Systems   February 2019

- **Collaborative Filtering** - Implemented recommendation systems with TripAdvisor user data, reached MSE of 0.86 with Neural Nets in PyTorch.

SKILLS

- **Expertise**: Recommendation Systems, Anomaly Detection, Neural Networks, NLP, Hypothesis Testing, Bayesian Inference

- **Languages**: Python, R, Spark

- **Database/ Tools**: SQL , NoSQL,, PyTorch , AWS (S3, EMR, EC2, SageMaker), Plotly, Tableau

AWARDS

- 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, Distributed Computing, Data Visualization
- **Certification**: Deep Learning Part I - fast.ai

VOLUNTEER

Tech Mentor: Microsoft Girls in AI Hackathon in San Francisco