Max Lei

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Summary

I'm an experienced data scientist who is a self starter and loves to try and contribute to new technologies.

Experience

MadWire Media LLC, Fort Collins, CO   11/2017 - Present
Data Scientist
- Google Adwords Forecasting: Forecasts Google Adwords conversions to reduce ad investment and maintain conversion rates. Utilized GCP's App Engine, ML Engine, and BigQuery to provide scalable ad automation and model training/deployment for more than 30,000 customers.
- Google Adwords Recommender: Recommend search terms, geo targeting, and demographics, using item based recommender system with SFrames.
- Customer Data Platform: Built the foundation for an internal data platform for customer analytics for relational structured and unstructured data that scales with thousands of customers using GCP's Cloud Spanner and BigTable. Integrated with M360 CRM for customer data, and web tracking pixels for streaming real time data. Provides the ability to do reporting on Ad revenue and sales such as ROI through the Platform..
- NLP Pipeline for Top Rated Local: A pipeline that categorizes new businesses using word embeddings. Over 50% of businesses categories can be automatically mapped into known categories. Utilized SpaCy and Gensim with Glove vectors.

Hewlett Packard Enterprise, Fort Collins, CO   04/2014 - 04/2017
Software Engineer
- Compute Resource ML: Predicts the required compute resource for long running tasks. Reduced 90% memory consumption, and resource wait period with an ETL pipeline for automated training.
- Metric visualization: An interactive dashboard that visualizes key metrics for projects. Improved project visibility amongst different engineering groups.

Personal Projects

simpleml, https://github.com/mxlei01/simpleml
- A machine learning library wrote with Numpy and Scipy. Contains various machine learning algorithms.

healthcareai-py, https://github.com/HealthCatalyst/healthcareai-py
- Contributor to the healthcareai-py project, which aims to streamline machine learning for healthcare. I've contributed to data cleaning, bug fixes, and new machine learning models.

Education

NYU Tandon School of Engineering (NYU Polytechnic School of Engineering), Brooklyn, NY   2007 - 2013
Bachelor's and Master's degree in Computer Engineering

Skills

Data Science, Python, SQL, Machine Learning, Deep Learning, DevOps, Big Data, Web Applications