

# Joey Loi

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## Skills

### Data

Machine learning (Python), SQL, Tableau, dimensional modeling

### Design

Human-centered design, Photoshop, Balsamiq, HTML/CSS

### Product

A/B testing, agile scrum, objective and metric setting

## Projects

### Eyes on the Street

Analyzing the relationship between crime and street design using open data

### Classtronaut

Worked with teachers and NGOs to bring real world projects into high school classrooms

## Education

### Systems Design Engineering

University of Waterloo  
Class of 2017

Nanyang Technological University  
Winter 2016 (Exchange)

### TD Scholarship for Community Leadership

\$70,000

## Experience

### Data Scientist - Square

Current

Implemented churn reduction strategy for mobile Dashboard after analyzing seller behaviors. Built a random forest classifier model to predict high-affinity Square sellers to target through upsell channels.

Designed and iterated on retention campaign for Square Appointments. Built a random forest classifier model to identify sellers at high risk of churn.

Conducted research into seller behaviors and trends to provide data driven recommendations for iterating on features, developing new ones, and setting team objectives.

Designed and analyzed A/B tests to validate (or reject) hypotheses and inform product direction.

### Product Analyst - Shopify

Winter 2015

Analyzed data using PySpark and PostgreSQL to discover customer behaviors with survival, lifetime value, and churn analysis techniques.

Built fact and dimension tables using MapReduce paradigm in test-driven development process.

Published a suite of business intelligence dashboards for POS business to measure revenue, churn, and user engagement.

### Market Strategist - Facebook

Summer 2014

Conducted data analysis for Facebook's largest Canadian clients, delivering insights on budget optimization, churn reporting, sales lift attribution, and industry benchmarking.

Identified high opportunity global markets for the Instagram advertisement launch through an analysis of client spend behaviours by vertical and country.

Generated vertical-specific insights for teams, analyzing revenue data to determine growth opportunities, revenue trends, and comparative performance to global teams.

### Product Designer - Kaizena

Winter 2014

Overhauled entire UI/UX of the application to accommodate the workflow of 2,000+ teachers, enabling contextual feedback on students' work.

### Product Designer - Desire2Learn

Fall 2013

Designed essential functions in the Learning Repository to solve highest priority user pains while meeting strict UX and technical specifications.