Kevin Liantono

Seattle, WA 98107, (408) 886-1217, kevin.liantono@gmail.com, linkedin.com/in/kevinliantono
Website: kliantono.github.io/kevin-cv

AREA OF EXPERTISE

Analytics: Regression (LR, SVR, GPR, Ensemble, Decision Trees), Classification (SVM, Discriminant Analysis, Naive Bayes, KNN), Clustering (K-Means, Hierarchical, Gaussian Mixture, Hidden Markov Model), Anomaly Detection, T-test, A/B/N testing

Languages: Python (Pandas, NumPy, Scikit-Learn, Seaborn, Matplotlib, NLTK, Tensorflow II, Keras), R(ggplot2), SQL

Data Visualization: Tableau, Sisense, Plotly, Looker, Grafana, Baremetrics, Facebook Analytics, Google Analytics

Technologies: Spark, Snowflake, AWS S3 Datalake, PostgreSQL, DBT, Stitch, Airflow, Bugsnag, BigQuery, GCP/GCS, Github

PROFESSIONAL EXPERIENCE

Meta Platforms, Inc (Reality Labs)/ Menlo Park, CA   March 2023 – Present
Senior Data Scientist
- ➤ Build in house machine learning solutions for personalized recommendation engine (Restricted Boltzmann Machine, KNN, SVD)
- ➤ Lead the creation of customer cohorts for marketing & content teams via unsupervised learning (K-Means, PCA) to better personalize push notifications, email targeting, informed content programming, carousel/masthead targeting, experimentation.
- ➤ Build & deploy in house churn prediction model to target at risk customers with messaging and incentives.
- ➤ Mentor and onboard Senior Data analysts, as well as guide external stakeholders and teams.
- ➤ Work cross-functionally with marketing & finance to develop CLV, LTV projections, customer conversion & retention forecasts.
- ➤ Partner with product & content, building correlation plots and heatmaps to understand customer habits & preferences.
- ➤ Leveraged deep understanding of customer behavior to construct targeted user segments within our Customer Data Platform.
- ➤ Authored the backend API endpoint incorporating a large language model, thereby generating images for thumbnail background inspiration & creation. This facilitates collaborative feedback and improves the design process.

Within Unlimited LLC, Supernatural (VR/AR)/ Los Angeles, CA   October 2020 – Current
Senior Data Scientist, Full-Stack
- ➤ Pioneer a standardized process for planning & deploying of AB tests, along with other causal inference methods.
- ➤ Build a centralized dashboard to monitor key metrics & KPI's. Evaluate new BI tools & migrate dashboards into Sisense.
- ➤ Create a democratized data store to gather data from disparate sources (Airflow, s3 datalake, stitch/dbt, Snowflake)
- ➤ Lead the following: Establish standards and best practices for maintaining an efficient data engineering workflow, adopt JIRA sprint system, Github version control, and Confluence to document different segments of users, onboarding plan, schemas & tables & their relationships, company-wide terminology & definitions, analysis catalog, experimentation results, and research.

Porch Inc./ Seattle, WA   December 2018 – October 2020
Data Scientist, Applied
- ➤ Design & build a Random Forest classification model to predict the probability of leads monetizing for high value products based on a set of features & using the probability score to create a managed queue system to reduce operational costs.
- ➤ Build reliability (log loss, Chi-Squared, P-value, CAP, AUC) plots in Plotly to evaluate model performance & accuracy over time.
- ➤ Partner with product to conduct hypothesis testing & retraining of our XGBoost model to predict the probability of pro coverage
- ➤ Build a time-series model to track & forecast the volume of new customers and create cohort analyses to determine customer attrition rates over time, resulting in calculated action that lead to the increased retention rates of customers.
- ➤ Exploratory investigation resulting in discovery and ingestion of missing data, increasing net profit by ~200% for 3rd party leads.

Commercial Industrial Waste Applications Inc./ San Jose, CA   September 2016 – November 2018
Data Scientist, Analytics
- ➤ Build monitoring, forecasting, & pricing models for management & supply partners leading to a 126% growth in revenue.
- ➤ Create bidding models in Python and contract deals in order to broker business and manage client's waste stream.
- ➤ Manage data warehouse for accounts and relationships with partners, vendors, and clients at the firm.
- ➤ Lead project to implement a native payment system in website portal; increase turnaround on payments by 30%.
- ➤ Secure Series B funding alongside CEO, manage vendor & labor contract deals for startup subsidiary C.W.E.G.
- ➤ Train new hires, client operation teams, and sensor equipment production vendors.

Travix International, Vayama / San Jose, CA   August 2014 – August 2016
Senior Data Scientist, Analytics / Data Scientist, Analytics
- ➤ Lead experimentation with Skyscanner to improve the conversion rate on their meta channel.
- ➤ Lead marketing campaign to improve partner optimization using Google Analytics to identify key metrics & alter bidding tiers, increase click-through on meta channels due to ads by 25%, leading to a 9% increase in bookings.
- ➤ Increase conversion by 50% by examining the conversion funnel/ user demographics; restricted negative margin routes, analyzed strategic pricing modules, tracked booking patterns & rule evaluation.

EDUCATION

Machine Learning / Deep Learning / Programming Coursework
- *Programming Bootcamp: London App Brewery*   *May 2022*
- *Machine Learning Bootcamp: Open Data Science - ods.ai*   *April 2020*
- *Machine Learning Course: Andrew Ng CS229 Machine Learning, with Mathematical Proofs – Stanford University*   *March 2019*
- *Data Science Bootcamp: Machine Learning A-Z: Hands on Learning with Python & R in Data Science – Udemy*   *February 2019*
- *Data Science Bootcamp: The Data Science Course: The Complete Data Science Bootcamp – Udemy*   *February 2018*

University of California, Davis / Davis, CA   Summer 2014
Bachelor of Arts in Economics