

KUANG-TING CHANG

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Bring machine learning models to production to solve personalization problems.

PROFESSIONAL EXPERIENCE

Senior Data Scientist

Penguin Random House

Jan, 2020 - Present

- Serve recommendations through APIs.
 - Led a cross-team collaboration to design the recommender system's API.
 - Deployed to production using AWS CloudFormation and Gitlab CI.
 - Expanded personalization to prh.com
- Bulk pricing tool for the corporate sales team
 - Pricing model for bulk sale discounts.
 - Deployed using docker-compose to serve the app built with Django and Nginx.
- Supply chain optimization
 - Print demand forecasting to help allocate printing capacity in advance.
 - Visualization with JavaScript. Built an API with the Django REST framework.

Data Scientist

Penguin Random House

Apr, 2018 - Dec, 2019

- Recommender system
 - Optimized and Containerized the recommender system of 15 million users, 70,000 products, reduced the pipeline execution time by 50%.
 - Developed the A/B testing framework.
 - Migrated the system from Netezza to Snowflake database, and from on-premise server to AWS EKS.
- E-mail targeting system
 - Developed a "lookalike" neural network model using TensorFlow.
 - Increased the click-through rate by 200%, reduced the churn by 90%.

Data Analyst

Genesis Research

Feb, 2016 - Aug, 2017

- Designed and implemented real-world data-oriented pharmaceutical studies using SAS and Python with various datasets typically over 100 million unique patients' medical records.
- Provided strategies that optimize statistical efficiency and quality, ranging from descriptive to univariate statistical analyses to regression modeling.
- Developed a Python web app that facilitates identification and retrieval of medical codes, reduced need for data entry personnel by 90%.

TECHNICAL SKILLS

- **Data Wrangling:** SQL, numpy, pandas
- **Data Pipeline:** luigi, dbt
- **ML:** TensorFlow, scikit-learn, xgboost
- **Infrastructure:** Linux, bash, Git, Gitlab CI/CD, Docker
- **AWS:** API Gateway, Lambda, DynamoDB, CloudFormation
- **Web:** Django, Nginx, HTML, CSS, JavaScript

EDUCATION

New York University, Graduate School of Arts and Sciences

Master of Arts, Applied Quantitative Research

New York, NY

Dec, 2015

Yuan-Ze University, Department of Social & Policy Sciences

Bachelor of Arts, Sociology

Taiwan

June, 2012

LANGUAGES

Native Mandarin Chinese, Intermediate Japanese (JLPT N4)