

Linli Ding

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EDUCATION

The University of Texas at Austin

Master of Science in Information Studies, Specialization: Data Analysis

Austin, TX

May 2018

The Bernard M. Baruch College of the City University of New York

Bachelor of Arts in Actuarial Science, Minor: Economics

New York, NY

Dec. 2014

PROJECTS

- **User Generated Content Analysis:** Derived insights about entry level luxury sedans from 6,000 online conversations fetched from forums.edmunds.com to brand and product manager; Used **Python** to collect, analyze and visualize data
- **Crowdsourcing:** Derived indicators to predict how crowd workers' political bias would impact their beliefs about the truthfulness of political claims; Used **JavaScript** to extract user behavior attributes; Used **R** to measure and analyze data

EXPERIENCE

The University of Texas at Austin

Austin, TX

Data Analysis Intern – Texas Advanced Computing Center

Sep. 2017 – Present; Jan. 2017 – May 2017

- Monitor and analyze web traffic for the Digital Rocks Portal to identify opportunities to increase user engagement with recent strategies leading to an 18% increase in web traffic based on data from **Google Analytics**
- Enhance website using **Django** in Docker environment to improve user experience, revise publication pipeline, add website functions such as generating formatted citations and download counts, and use **Git** for version control
- Improve search engine optimization for projects and datasets by adding selected schemas to the structured data

Data Assessment Intern – Perry–Castañeda Library

Sep. 2016 – Jan. 2017

- Analyzed data from patron, library systems, and survey results to assess library efficiency
- Visualized findings and created data dashboards using **Tableau**

Pension Live

Dallas, TX

Analyst/Developer Intern

May 2017 — Present

- Develop and maintain custom pension administration web applications and solutions for organizations sponsoring defined benefit plans; Implement data extraction, calculation, and reporting procedures using **ASP.NET** and **SQL**
- Work in an Agile environment, attend daily scrum meeting, and use Team Foundation Server (**TFS**) for collaboration

Coaching Actuaries

Des Moines, IA

Actuarial Consultant – Global Atlantic Financial Group

Dec. 2015 — Aug. 2016

- Automated workflow process to gather index fund data, link data from multiple sources, calculate requested values, and generate corresponding reports for life insurance services using **Excel Macro**
- Decreased turnaround of agent service requests from hours to minutes using data-driven method

Content Developer

Mar. 2015 — Dec. 2015

- Created tools, videos, and problem-solving techniques to help students pass actuarial exams

Research Foundation of CUNY

New York, NY

Math Tutor

Jul. 2014 — Mar. 2015

- Provided Calculus and Statistics assistance to undergraduate students to improve their performance

AIA (American International Assurance)

Shanghai, China

Product Marketing Intern

Jun. 2013 — Aug. 2013

- Derived actionable insights from market data to make recommendations for promotional materials

SKILLS

- **Data Analysis, Data Modeling & Visualization:** Advanced Excel, Python, Tableau, R
- **Database Management:** MySQL, Microsoft SQL Server, Access, MongoDB
- **Web Design & Development:** HTML, CSS, JavaScript, Bootstrap, Django, Docker, ASP.NET, PHP, Git