Linda Xie

W: www.lindaxie.com   E: lindaxie93@gmail.com   T: 415.316.9702

WORK

Business Analytics Engineer, *RelateIQ*

Palo Alto, CA
Aug '14 - Dec '14

- Developed a dynamic model which predicts whether an existing customer is in danger of churning, is in position for an upsell, or is maintaining good usage using Python, Scikit-learn, PostgreSQL
- Carried out many indepth analyses on RelateIQ's platform which led to major product design decisions

Data Engineer, *Facebook*

Menlo Park, CA
Jan '14 - Apr '14

- Developed a web application to visualize metadata using D3, Bash, Python, MySQL, JavaScript, PHP
- Worked with People Analytics and BI to develop new projects, implementation strategies, data extraction methods, and data visualizations
- Built a sentiment analysis tool for public content related to specific keywords using PHP and Python

Trading Associate, *TD Securities*

Toronto, ON
Jan '13 - Apr '13

- Developed and optimized analytical trading models and tools for interest rate trading analytics and risk management on the Canadian Interest Rate Trading desk using Excel, VBA, Bloomberg, Reuters, and FIS.
- Worked alongside the bonds, interest rate swaps, and options desk to isolate and minimize market risk.

PROJECTS

Co-Founder | Product & BD

Sept '12 - Dec '13

'Anytime, anywhere, snap a picture of fashion that you love and buy it - right from your smartphone. Shop the streets with Ava!'

- Pitched to investors, generated user traction, and contributed to product design.

Co-Founder | Statistical Models

May '12 - Aug '12

'A recommendation engine for sports betting fuelled by historical data and statistical analysis.'

- Worked on a sports betting algorithm using historical game data, helped develop the UI, and pitched to investors.

Velocity Resident

Fall '12, '13
Spring '13, '14

VeloCity is University of Waterloo's startup incubator residence. It is where I learn about new technologies, build cool things, and carry out personal projects.

ATHLETICS

Competitive Figure Skating
KW Skating Club
'02 - '11

Pole Vaulting & Cross Country
SJAM Secondary School
'07 - '11

SKILLS

Programming
Python, Racket, C, C++, Bash, PHP

Design
HTML5, CSS, JavaScript, PhotoShop, InDesign, MakerWare

Data
Scikit-learn, Pig, D3, SQL, R, Excel

People
Public speaking, product development, project management, people analytics

AWARDS

1st, 2nd Place
Facebook Hackathon
fb2db.com, March '14
Top Pics, May '13

Top 10 Finalist
Velocity Venture Fund
AVA, Oct '12
Sportshark, June '12

3rd, PepsiCo Pitch
Competition
Nov '12

SCHOOL

Honours Computer Science
University of Waterloo
Sept '11 - Aug '16

Honours Business Admin.
Wilfrid Laurier University
Sept '11 - Sept '13

VP of Finance, *Pure Math Club*
May '12 - Aug '12
Managed the University of Waterloo PMC's expenses, carried out creative methods of fundraising.

Case Coach, *DECA Laurier*
May '12 - May '13
Pepared and led weekly training sessions for 200+ Laurier Delegates.