

# Lisa Chua

617.949.0055 | San Francisco, California

[lchua3@dons.usfca.edu](mailto:lchua3@dons.usfca.edu) | [linkedin.com/in/chualisa](https://www.linkedin.com/in/chualisa) | [lisachua.github.io](https://lisachua.github.io) | [medium.com/@lchua3](https://medium.com/@lchua3)

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## EDUCATION

**University of San Francisco**, San Francisco, CA June 2020

Masters of Science in Data Science

- Coursework: Machine Learning, Deep Learning (Pytorch), Relational Databases (SQL), Distributed Computing (Spark), Time Series Analysis, Data Visualization, A/B Testing

**Georgetown University**, Washington, DC May 2019

Post-Baccalaureate Certificate in Computer Science

- Coursework: Linear Algebra, Multivariate Calculus, Computer Science (C++), Advanced Programming (Java), Data Structures and Algorithms

**Tufts University**, Medford, MA May 2014

Bachelors of Arts in Economics and International Relations

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## RELEVANT WORK EXPERIENCE

**NakedPoppy** / San Francisco, CA October 2019 – Present

*Data Science Intern*

- **Product Recommendation:** Improved recommendation system for new customers by incorporating content-based and collaborative filtering trained on implicit feedback events from clickstream data, increasing precision@3 by up to 24%.
- **Reviews Aspects:** Used natural language processing (parts of speech tagging, dependency parsing) to extract key aspects from Google reviews scraped for 500 products, to allow customers to filter reviews on relevant keywords.
- **Opinion Mining Reviews:** Implemented feature-based opinion mining on product reviews to assist the scoring of new products, using latent Dirichlet allocation and high adjective count models with an F-1 score of 0.81.
- **Analytics Dashboard:** Built dashboards in Metabase using SQL to report on recommendation performance and returns.

**Economists Incorporated** / Washington, DC April 2015 – May 2018

*Lead Researcher*

- Managed 15 research associates across DC/ San Francisco offices on top of normal research caseload.
- Implemented training programs in Stata, ArcGIS. Conducted recruiting interviews and performance reviews.

*Research Associate*

- Assisted economists in building quantitative models for high-profile cases concerning antitrust litigation. Focused experience in healthcare mergers (Anthem-Cigna), working with Medicare/Medicaid, discharge and billing data.
- Performed market definition and diversion ratio analyses for upward pricing pressure and critical loss assessment.
- Utilized Stata, VBA macros and ArcGIS to produce trial exhibits and market definition maps.

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## PROJECTS

### **StreamHopper: Streaming Service Recommender App**

- Developed and pitched to venture capitalists a minimal viable product that recommends users a specific streaming service each month based on their viewing preferences.
- Designed questionnaire to cluster user data into personas using k-modes. Implemented a content-based recommendation system using similarity measures on plot and cast metadata for each content.
- Front-end development using Flask-Bootstrap (HTML, CSS, JS). Tracked conversion using Google Analytics.

### **Stylized Image Captioning using LSTM**

- Generated humorous image captions using multi-task training on LSTMs in Pytorch. Trained on AWS EC2 instance.

### **Scikit-Learn Clone**

- Implemented core machine learning algorithms from scratch with comparable performance to Scikit-learn modules, including Ridge and Lasso regression, Naïve Bayes, decision trees, random forests, and k-means clustering.

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## TECHNICAL SKILLS

- Python (Pandas, NumPy, Scikit-learn, Pytorch, SciPy, NLTK, SpaCy, Gensim, Matplotlib, Seaborn, Flask, Pytest)
- C++, Java, Swift, HTML, Stata
- SQL, Spark, Git, AWS (EC2, S3, EMR, Elastic Beanstalk, CodePipeline), ArcGIS, APIs, Selenium, Google Analytics