

EDUCATION

Northwestern University | Evanston, U.S.**Sep. 2024 – Dec. 2025***Master of Science in Machine Learning and Data Science***Ivey Business School, Western University | London, Canada****Sep. 2018 – Jun. 2023***Dual degrees - B.A in Honors Business Administration (HBA) & B.MS in Honours Specialization in Interdisciplinary Medical Sciences*

- Dean's Honor List (2018-2023 | cGPA: 3.8/4.0) | Western Scholarship of Excellence for High Academic Standing (2018 | \$8,000)
- Scotiabank HBA2 Scholarship for Demonstrating Financial Acumen and Leadership Competencies (2022 | 2/624 | \$15,000)

TECHNICAL SKILLS

Programming: Python, R, SQL, Java **Libraries & Frameworks:** Pandas, NumPy, Matplotlib, Seaborn, TensorFlow, PyTorch, Scikit-learn

- Bronze Medal Data Scientist in Kaggle Competition (2023 Google's Predict AI Model Runtime | 88% percentile)

Tools & Databases: Git, AWS, Power BI, Tableau, Excel VBA, Hadoop, Spark, MySQL, PostgreSQL, Jira

PROFESSIONAL EXPERIENCE

Baidu Inc. | AI Data Scientist – Baidu Intelligent Cloud**Jun. 2024 – Sep. 2024**

- Led the development of benchmarks for LLM role-playing conversational agent evaluation by establishing role categories and designing task-specific evaluation framework; successfully refined scoring distributions and reduced evaluation time by 23.7%
- Spearheaded algorithm optimization initiatives by implementing supervised-fine-tuning (SFT) and prompt engineering strategies for the role-playing vertical; increased model effectiveness by 4.5% and enhanced user satisfaction by 6.2%
- Monitored post-launch user feedback by analyzing over 600 critical cases and developing a SOP to streamline issue resolution; leveraged insights to effectively build LLM evaluation data sets across key verticals, including role-playing, education, and PPT outline generation, contributing to ongoing improvement of LLM capabilities

vivo Global | Data Analyst – AI Data Center**Jan. 2024 – May 2024**

- Collaborated with data engineering and algorithm teams to analyze 100000+ user data for AIGC drawing app and optimized SQL queries for data validation; user penetration metrics increased by 30% within two updates over two months
- Designed and executed A/B testing for new user onboarding process; increased feature usage by 3.26%, new user feature adoption by 6.73% and user retention by 11.2%
- Led data validation and analysis for Qianxun app versions 2.0 and 2.1, using attribution analysis to compare pre- and post-update performance; proposed over 10 strategies and increased average user activity by 12.5%, overall next-day retention by 18.1%, and feature-specific next-day retention by 51.6%

vivo Global | AI Product Manager – AI Solution Center**Apr. 2023 – Jan. 2024***Project Involved: BlueLM-supported AI Portrait Project – Vivo Smart AI Agent*

- Spearheaded the project as lead PM and optimized AIGC portrait function in vivo AI agent in self-developed BlueOS 4.1 update
- Led and conducted in-depth research on 300+ users, including designing online survey questionnaires and organizing focus group interviews; successfully generated 20+ product requirements documents (PRD) for upcoming flagship initiatives
- Engaged in agile project management, encompassing project approval, interactive strategy design, and technical implementation; successfully improved picture aesthetic score by 15% and lowered image distortion rate from 18% to 4%

Project Involved: AI-backed PC Painting Design Platform

- Developed a novice-friendly AI Design PC platform and established the operational back-end to ensure seamless execution
- Spearheaded initial prototype design and continuous enhancement of the established AI Design platform, specifically focusing on functional improvements and system link optimization; increased user penetration rate by 15% in one month

Foxwood Developments | Business Analyst Intern**May 2022 – Aug 2022**

- Leveraged data analytics to analyze sales performance across regions and built and implemented real-time, interactive Power BI dashboard with key performance metrics highlighted; dashboard currently used company-wide to quickly perform analysis
- Analyzed website click-through rate data and executed website redesign strategies to improve SEO; improved organic website traffic by 14% and enabled expansion into a new consumer base
- Developed new social media strategies for corporate accounts and created promotional assets for real estate development launch campaigns; led to 47% growth in social media following

Illuminate Universe | Digital Product Associate**May 2021 – Aug 2021**

- Led and conducted in-depth research on 100+ users, including designing online survey questionnaires and organizing focus group interviews, to accurately uncover users' pain points; ideated over 10 new product features with KANO model analysis
- Delivered end-to-end product solutions in line with IT strategy, including systems demonstrations, user demand, and product implementation; analyzed A/B testing data and successfully met 100% user demand
- Spearheaded expansion efforts targeting a new audience segment and executed an omnichannel strategy; resulted in the successful launch of 5 microsites and routinely reported initiatives with results and feedback

KPMG | Data & Analytics Intern – Advisory**May 2020 – Aug. 2020**

- Consolidated and analyzed 4+ years of spending data with Excel VBA and benchmarked with industry best practices; achieved 36% reduction in operating expenses from third party-training locations through procurement
- Identified gaps in numerical data for deviations between expected and actual saving in accounts worth 200,000+ RMB
- Contributed to three cases for end-to-end client development to drive new opportunities, including project planning, pitch deck creation, negotiation, and execution; successfully acquired clients for all cases involved

ADDITIONAL INFORMATION

Pureexcellence Research, Cofounder / Equity Research Analyst**May 2022 – Present**

- Cofounded interest-based, research organization focusing on Chinese/US stock market research to drive investment decisions

Languages: Native in English and Mandarin; Proficient in Cantonese; Beginner in French