LIM QIN DA

+65 9668 0081 | qindalim@gmail.com | linkedin.com/in/qindalim/

EDUCATION

Georgia Institute of Technology   **Jan 2025 – Apr 2028**
Master of Science in Computer Science, Artificial Intelligence Specialisation

- Cumulative GPA: 4.00/4.00

National University of Singapore   **Aug 2019 – Jun 2023**
Bachelor of Business Administration, Finance Specialisation
Second Major in Business Analytics (Computing)

- Honours: Highest Distinction, GPA: 4.81/5.00
- Dean's List: All applicable semesters
- School of Computing Commendation Letter: AY2020/2021 Semesters 1 and 2

The University of British Columbia   **Jan 2022 – May 2022**
Student Exchange Program, Finance and Computing

PROFESSIONAL EXPERIENCE

TIKTOK
Data Scientist, Monetisation   **Jul 2023 – Present**
- Engineered the data foundation for Monetisation and Ecommerce Safety from the ground up, leading end-to-end development of scalable data pipelines, analytical models, metric frameworks, and visualisation dashboards.
- Designed and executed A/B tests and statistical analyses to guide product strategy and feature development, enabling moderation system reforms that reduced leakage (false negatives) by 50%.
- Developed predictive systems using advertiser data to provide proactive protection and reduce overkill (false positives) by 75%. Built behavioural and eligibility analytics using user-level data to drive user research and establish a risk control framework, lowering platform risk exposure by 30%.
- Bridged commercial revenue, creator experience, and content safety through bilingual stakeholder engagement and cross-functional alignment. Developed unified metrics and co-governance strategies that protected 10,000+ advertisers and safeguarded over $10M in annual revenue.
- Owned strategic planning and team enablement, driving annual roadmaps, mentoring new hires, and leading knowledge-sharing initiatives that enhanced operational efficiency and collaboration.

INTERNSHIP EXPERIENCE

TIKTOK
Data Science Intern   **May 2022 – May 2023**
- Developed predictive models to enhance violative content detection by analysing interaction networks between bad actors and viewers, integrating behavioural and product-level signals, reducing content risks by 20%.
- Applied Natural Language Processing (NLP) on large-scale textual datasets to surface emerging trends through topic modeling and clustering, improving model detection accuracy by 30%.
- Designed and implemented ETL pipelines across multiple systems to enhance querying efficiency by 50%.

Program Management Intern   **May 2021 – Dec 2021**
- Conceptualised innovative methods and enhanced existing processes to more effectively predict and deter violative users on TikTok across multiple issue verticals.
- Conducted extensive analyses to uncover gaps and opportunities, leading to further projects that improved detection capabilities by 20% and reduced the spread of violative videos by over 20M views.

SEEDLY
Community Lead and Marketing Intern   **May 2020 – Aug 2020**
- Grew and engaged a community of 100,000 users, driving 400,000 site visits and contributing to 2.2M monthly sessions through compelling financial content and strategic discussions.
- Enhanced marketing performance and reporting efficiency by launching targeted social media campaigns that gained 5k followers and 200k impressions in a month.

SKILLSET AND OTHERS

- Proficient in Python, Hive, SQL, Tableau, and ClickHouse; Prior academic experience in Java and R
- Fluent in written and spoken English and Chinese
- Lifetime member of Beta Gamma Sigma (BGS)