OUWEN (OWEN) JIA

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EDUCATION

Master of Science in Business Analytics   Dec/2025
Rady School of Management, University of California, San Diego, CA   GPA: 3.7
- Relevant Courses: Business Analytics in Marketing, Finance, and Operations; Web Mining and Recommender Systems; Pricing Analytics; Statistical Natural Language Processing; Neural Networks for Pattern Recognition

Bachelor of Science in Data Science, Track in Mathematics   May/2024
New York University, New York City, NY/Shanghai, China
- Relevant Courses: Machine Learning, Data Structures, Information Visualization, The Mathematics of Statistics Database Management, Algorithms, Introduction to Stochastic Processes, Econometrics
- Award: Dean's choices of Capstone Project

EXPERIENCE

Data Analyst Student Specialist, Intuit Inc., San Diego, CA   Oct/2024 - Dec/2024
- Led a data-driven upgrade marketing project for QuickBooks, focusing on targeting 600K users with predictive email outreach; Designed a multi-phase experiment with 20K users, extracting behavioral/geographic/firmographic features;
- Built logistic regression, random forest, and XGBoost models to predict both email response and product upgrade probabilities. Achieved AUC of 0.87, estimated breakeven thresholds by computing the campaign break-even point;
- Identified high-value user segments using feature importance and probability scoring; selected top 100K upgrade-intent users from the full base to maximize ROI under marketing budget constraints.

Data Analyst Intern, Bank of Communications Co., Ltd., Shanghai, China   Jul/2023 - Oct/2023
- Cleaned and standardized over 10 million raw records from AWS using PostgreSQL, improving data consistency and integrity; built T+1 data synchronization DAGs with Airflow to generate Hive partitioned tables by user dimension, enabling rerunnable ETL workflows and dependency management with Hive SQL and BashOperator;
- Visualized analytical results and created structured reports for product and engineering teams, using Matplotlib to support data-driven decision-making;
- Participated in building a new data platform, improving system reliability and efficiency by 14% through designing test cases based on historical data and contributing to infrastructure optimization with the backend team.

Data Analyst Intern, ApawTalk(Pet-focused Social & E-commerce App), Shanghai, China   May/2022 - Jul/2022
- Collected and cleaned ~300,000 rows of user engagement data (likes, comments, shares) via Alibaba Cloud RDS; automated daily and monthly reporting workflows using Python and SQL, producing 60+ insight-driven reports to support product and operations teams;
- Analyzed ad engagement behavior and developed CTR-related metrics to identify user preference patterns; contributed to improving ad targeting efficiency and increasing average CTR by 17%;
- Built a content performance prediction model using logistic regression to analyze product post click-through trends and forecast future visibility, supporting homepage content optimization.

IT Student Engineer(On-Campus), New York University Shanghai, Shanghai, China   Oct/2020 - May/2022
- Managed university devices and resolved technical issues for students and faculty

PROJECTS

Melody-conditioned Lyrics Generation Model with LLM and MARL   Aug/2023 - Dec/2023
Data Science Capstone Project, Instructed by Professor Gus XIA, New York University
- Pioneered an approach to emphasize the alignment of lyrics with melodies by implementing in-context learning methodologies and crafting specific prompts for GPT to generate lyrics that harmonize with musical contexts
- Spearheaded the evolution of lyrics generation by leveraging LLMs, developing the field beyond prior reliance on Generative Adversarial Networks, Recurrent Neural Networks, and Long Short-Term Memory Networks
- Manipulated data from the Dali database (size 2000+) and iteratively tested the model to fit the established alignment

The Effects of GRU4Rec on Data Processing in E-Commerce Session-Based Recommendations   Mar/2023 - May/2023
- Developed and tested GRU4Rec on the YOOCHOOSE dataset to tackle the vanishing gradient issue in RNNs, enhancing session-based recommendation accuracy in e-commerce with session-parallel mini-batches
- Achieved significant improvements in recommendation accuracy, with recall@10 increasing by 30% and mean reciprocal rank (MRR) improving by 20% through optimized data processing techniques, demonstrating the effectiveness of GRU4Rec for large-scale session-based data

SPECIALIZED SKILLS

- **Languages/Coding:** Python (Advanced), SQL (Advanced) , JavaScript, R (Advanced), MATLAB
- **Tools:** Microsoft Windows, Excel (Advanced), Oracle, Tableau, CRM, Power BI, ETL, A/B Testing
- **Spoken Languages:** English (Native), Mandarin (Native)

PROFESSIONAL AFFILIATIONS & LEADERSHIP

- **Shooting Guard/Small Forward,** NYUShanghai Men's Basketball Team   Dec/2021 - May/2024
- **Founder,** Shanghai Sino-American GQ Basketball Club   Jan/2022
- **Founder,** Volunteer of Xi'an Heart-to-heart Autism and Special Kids School   Mar/2018 - Jun/2020