LINCOLN LI

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WORK EXPERIENCE

Amazon.com Seattle/Bellevue, WA
Finance Manager (Manager III, Finance), Analytics and Automation July 2018 – Present
- Led a cross-functional team in Operation Finance, driving financial automation, analytics, planning, reporting and model development to facilitate effective business decisions
- Designed and implemented automated monthly financial planning, reporting and analysis processes via **SQL** queries, **data models**, and **ETL** processes, resulted in savings of 5,000+ working hours annually across Finance and Accounting teams, and improved forecast accuracy from 85% to 99%
- Architected and built **full stack web app** of AI-powered knowledge base for Amazon Delivery team using **React**, **AWS** and **LLMs** employing **RAG** architecture for accurate information retrieval and summarization, facilitating question answering from private documents and enhancing knowledge sharing and collaboration across teams
- Conducted supervised learning analysis with **Python**, **pandas**, and **SQL** to quantify the ROI of a $800MM incentive initiative, leading to optimized strategies for motivating delivery partners in improving safety, delivery quality, compliance and reliability
- Developed application using **Python** and **AWS SageMaker** to automate monthly auditing processes for 3rd party vendor billing data, reducing processing time from 3 days to 10 seconds
- Reinvented ROI framework for value added services development and rebalanced product roadmap, driving more controllership, accountability and clarity in budgets
- Built a web app using **Python** and **Flask** to extract competitor's wage rates from external job posting websites, reducing data collection time by 99%, and enabling proactive evaluation of delivery capacity and wage risks
- Developed classification models based on **natural language processing** techniques with **scikit-learn** and **PyTorch** to predict product substitutability, ranked top 3 among 30+ Data Scientists and SDEs in Amazon Machine Learning Contest
- Established uniform demand analytics model using **Python**, proposed and implemented a multi-pack distribution strategy, reducing distribution cost by 50% and improving customer experience metric by 45%
- Developed 100+ dashboards using **AWS QuickSight** and **Tableau**, driving data democratization and empowering non-Finance teams to self-serve their financial and operational data needs
- Promoted from Senior Financial Analyst in 2022, and received *Consumables Kudos* recognition for going above and beyond and contributing outside the scope of normal job duties

Lazard Frères & Co. San Francisco, CA
Summer Associate, Investment Banking June 2017 – August 2017
- Developed standalone and synergized discounted cash flow valuation models and prepared live pitch materials for Gilead's $11.9B acquisition of Kite Pharma, facilitating deal agreement announced at the end of ten-week summer internship
- Managed and collaborated with analysts to prepare an in-depth thought piece with PowerPoint, analyzed cell therapy technology and market, and evaluated strategies and products of 20+ companies, identifying 10+ deal opportunities

Ernst & Young Beijing, China
Senior Consultant, Transaction Advisory Services September 2015 – June 2016
- Provided financial and strategical advice across M&A transaction including due diligence and post-deal integration
- Led teams to align, consolidate and automate financial and accounting reporting for cross-border acquisitions

PricewaterhouseCoopers Tianjin, China
Associate, Assurance October 2013 – September 2015
- Conducted financial analysis and internal control testing, ensuring accurate reporting of financial statements
- Received *Excellence Performance Award* (top 3%) for exemplary leadership, business acumen, teamwork and relationship

TECHNICAL SKILLS

- **Programming Languages**: Python, Java, JavaScript, TypeScript, C, C++, Kotlin, Ruby
- **Data Analytics**: Pandas, NumPy, Apache Spark, Scikit-learn, PyTorch, advanced Excel modeling
- **Databases & Cloud**: SQL, MongoDB, Firebase, AWS (Lambda, S3, Bedrock, CloudFront, SageMaker, QuickSight)
- **Web Application Development**: React, Express, Flask, Node.js, Spring Boot, HTML, CSS, Bootstrap, Tailwind CSS
- **Tools**: Git, Unix, Docker, Postman, JUnit, pytest, Jest, VS Code, IntelliJ IDEA

EDUCATION

University of Pennsylvania   Philadelphia, PA
Master of Computer and Information Technology, GPA 4.0/4.0   December 2024

UCLA Anderson School of Management   Los Angeles, CA
M.B.A., Corporate Finance & Investment Management, GPA 3.9/4.0   June 2018

Cornell University   New York, NY
Master of Science, Cell and Developmental Biology, GPA 3.9/4.0   January 2013

Nankai University   Tianjin, China
Bachelor of Science, Biological Sciences, GPA 90/100, top 1% in class   June 2010

PROJECTS

Personal Website / *React, Tailwind CSS* / [Demo](#) | [GitHub](#)   September 2023
- Built a single-page web application for personal portfolio and experience demonstration
- Designed and built styled React components to modularize and maintain code efficiency, promoting scalability and code reusability
- Implemented responsive design principles, adapting gracefully to various screen sizes and orientations

Stork / *React, Firebase, AWS S3, Tailwind CSS* / [Demo](#) | [GitHub](#)   August 2023
- Developed a serverless single-page web application for yard sales, allowing users to easily list and edit items, browse available items, and contact sellers, streamlining the process of organizing and participating in yard sales
- Built a responsive frontend using **React** and **Tailwind CSS**, and created customized React components for visual consistency and optimal user experience across various devices
- Implemented a serverless backend using **AWS** and **Firebase**, incorporating **AWS S3**, **Firestore** and **Cloud Storage** for scalable NoSQL cloud databases, and leveraging **Firebase Authentication** for user authentication and authorization

AWS Resource Helper Bot / *AWS lambda, S3, Lex, Polly, CloudFront*   July 2023
- Collaborated with Amazon BIE team and built a chatbot to manage AWS resources via text and voice commands, simplifying complex AWS configurations across diverse resource consoles
- Developed and tested all **AWS lambda** functions to handle user requests through chat messages to execute a range of actions in AWS resource management, such as creating/deleting EC2 instances, S3 buckets and objects, etc.
- Leveraged Amazon **Lex** natural language understanding and speech recognition to enhance user engagement and interaction within AWS ecosystem, and enabling users with visual impairments to efficiently manage AWS resources
- Deployed the application using **AWS S3** and **CloudFront**

KidsFun / *Express, Node.js, HTML, CSS, Bootstrap, MongoDB, Cloudinary* / [Demo](#) / [GitHub](#)   September 2022
- Built a web application using **Express** and **Node.js** to help parents search and share kid-friendly outdoor activities
- Implemented user authentication and authorization functionality using **Passport.js**, allowing users to create accounts, post and edit activities, images, locations and reviews
- Utilized **HTML**, **CSS** and **Bootstrap** to design and implement a responsive and visually appealing user interface
- Integrated **MongoDB** as the database management system, ensuring efficient and scalable data storage and retrieval

Philadelphia COVID Vaccination and Property Data Interface / *Java, JUnit* / [GitHub](#)   August 2022
- Built a **Java** application that parses and analyzes COVID vaccination and property data in CSV and JSON formats
- Developed a CSV parser using state machine and utilized N-tier architecture for data reading, processing, and UI

MCIT Student Management System / *Java, JUnit, MySQL*   March 2022
- Developed a CLI application using **Java** for UPenn MCIT students and faculty to manage course schedules, enrollments, course withdrawal, and grades reporting
- Implemented database with **MySQL** and applied test-driven development framework using **JUnit**

ADDITIONAL

- *Certifications:* Applied Data Science (University of Michigan)
  - CFA Charterholder (CFA Institute)
  - CPA (California Board of Accountancy)
  - FRM (Global Association of Risk Professionals)
  - AWS Certified Cloud Practitioner
  - Android Development in Kotlin (CodePath)