LINCOLN LI

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EDUCATION

University of Pennsylvania School of Engineering and Applied Science   Philadelphia, PA
Master of Computer and Information Technology, GPA 4.0/4.0   May 2024
- **Core Coursework**: Software Development, Discrete Mathematics, Computer Systems, Data Structures & Software Design, Algorithms & Computation, Artificial Intelligence, Big Data Analytics, Natural Language Processing

UCLA Anderson School of Management   Los Angeles, CA
M.B.A., Corporate Finance & Investment Management, GPA 3.9/4.0   June 2018
- Anderson MBA Honor Society; J. Fred Weston Award (Top 1 in Finance specialization); Dean's Scholar; Dean's List

Cornell University Weill Graduate School of Medical Sciences   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

TECHNICAL SKILLS

- **Programming Languages**: Java, Python, JavaScript, C, Kotlin, Ruby
- **Databases**: SQL, MongoDB, Neo4j
- **Data Analytics**: Pandas, NumPy, Apache Spark, Scikit-learn, PyTorch, advanced Excel modeling
- **Web Development**: React, Express, Flask, Node.js, HTML, CSS, Bootstrap, Tailwind CSS
- **Cloud**: AWS (Lambda, S3, RDS, EC2, EMR, Lex, Polly, QuickSight, SageMaker), Firebase

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, allowing the application to adapt 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
- Utilized GitHub for version control and collaborative development

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**

Lion King | *Java* | GitHub   October 2021
- Designed and implemented a 2D tile-based game in **Java**, utilizing pseudorandom generation to create a dynamic and engaging gameplay experience
- Implemented various game mechanics, including player movement, enemy AI, collision detection, and scoring system, using object-oriented programming principles

WORK EXPERIENCE

Amazon.com   Seattle, WA
Finance Manager, Business Analytics & Automation   July 2018 – Present
- Implemented automated monthly financial planning, reporting and analysis processes via designing and optimizing complex **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%
- Conducted supervised learning analysis with **Python**, **pandas**, and **SQL** to quantify the ROI of a $600MM incentive initiative, leading to optimized strategies for motivating delivery partners in improving safety, delivery quality and reliability
- 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 capacity and wage risks
- Developed classification models, including KNN, random forests, and neural networks 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 50+ **AWS QuickSight** and **Tableau** dashboards, driving data democratization and empowering non-Finance teams to self-serve their financial and operational data needs
- Promoted from Senior Financial Analyst in 2022, consistently rated "Top Tier" (top 20%) in annual performance reviews, and received *Consumables Kudos* recognition for going above and beyond and contributing outside the scope of normal job duties

Ernst & Young   Beijing, China
Senior Consultant, Transaction Advisory Services   September 2015 – June 2016
- Provided financial and strategic advice across M&A transaction including due diligence and post-deal integration

PricewaterhouseCoopers   Tianjin, China
Associate, Assurance   October 2013 – September 2015
- Conducted financial analysis and internal control testing, ensuring accurate reporting of financial statements

ADDITIONAL

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