

Jennifer M. Wang, Ph.D.

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 San Francisco Bay Area

PROFESSIONAL EXPERIENCE

Senior Data Scientist

Fieldwork Partners

Oct. 2022 – Present
San Francisco, CA

- Lead end-to-end technical consulting on data science and machine learning projects, focusing on defining, building, evaluating, scaling, and optimizing machine learning infrastructure and data pipelines.
- Design and implement statistical analyses (e.g., regression, multivariate analysis) to understand user behavior.
- Design and prototype scalable data architecture for data ingestion, processing, storage, and retrieval (ETL/ELT).
- Define key product metrics to drive product strategy, scale business roadmaps, and optimize user experience.

Senior Data Scientist, Product

BookBub

March 2022 – August 2022
Boston, MA

- Spearheaded A/B testing and user conversion experiments for internal and external products, driving strategic product decisions through rigorous statistical analysis and actionable user insights.
- Designed and built machine learning algorithms for author discovery and personalized book recommendations.
- Scaled and optimized data infrastructure to enable real-time self-service analytics and dashboard reporting.
- Translated complex technical findings into concise, actionable insights for C-Suite and cross-functional teams.

Quantitative UX Lead, Product

Hopelab

Nov 2019 – Nov 2020
San Francisco, CA

- Defined core product and user metrics, informing key product roadmap decisions, enhancing product performance, and optimizing user experience.
- Designed and led A/B experiments across multiple products; analyzed results using statistical analysis.
- Presented technical findings to C-Suite executives, cross-functional teams, and external funding investors.

Technical Product Manager, ML Infrastructure Engineering

Cruise Automation

Nov 2018 – May 2019
San Francisco, CA

- Led complex cross-functional efforts on scaling and optimizing machine learning (ML) infrastructure, resulting in a 50% reduction in operational costs, a 400% increase in data throughput, and a 30% increase in data quality.
- Spearheaded the company's first A/B testing and data-driven user testing initiatives across multiple ML teams.
- Analyzed experiments and model performance, translating findings into visible product improvements.

Senior Data Analytics Manager, Data Science & Machine Learning

Cape Analytics

July 2017 – Nov 2018
San Francisco, CA

- Promoted within 6 months for driving key data initiatives towards acquiring successful Series B funding.
- Built, scaled, and managed a cross-functional team of 13 direct reports and 200+ external contractors.
- Spearheaded the design, scaling, and leadership of the company's core end-to-end machine learning infrastructure for generating high-volume training data, resulting in a 1,000% increase in capacity, a 60% improvement in data quality, and an 80% increase in user satisfaction.

UX Insights Manager, Marketing & Product Analytics

Newsela

Nov 2015 – May 2016
New York, NY

- Spearheaded the company's first quantitative and qualitative user research initiatives, increasing survey open rates by 170%, response rates by 2,500%, and survey completion rates by 200%.
- Designed and analyzed A/B experiments across multiple cross-functional teams.

Senior Quantitative Research Scientist

Columbia University

June 2014 – Sept 2015
New York, NY

- Analyzed large-scale longitudinal data using complex statistical analysis (e.g., structural equation modeling), and disseminated results through first-authored publications, white papers, and conference presentations.

EDUCATION AND TRAINING

Insight Data Science (acceptance rate: < 3%), Palo Alto, California

2017

Ph.D., Quantitative Psychology (Minor: Statistics), *University of Maryland - College Park*

2008 – 2014

B.A., Psychology (honors); **B.A.**, Communication (honors), *University of Southern California*

2005 – 2008

SKILLS: Python, SQL (PostgreSQL, BigQuery), dbt, Snowflake, AWS, GCP, Docker, Airflow, Spark, Looker, PowerBI