

WILLIAM JIANG

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ABOUT ME

Doing things with data, code and a bit of common sense. Experience in Product Analytics in the App Development space - especially Online Marketplaces.

EDUCATION

Monash University, Australia

March 2013 - Feb 2018

B. Eng (Electrical and Computer Systems, First Class Honours)/B. Com (Finance)

GPA: 3.5 — WAM: 82 — Engineering Excellence Scholarship —

Westpac Asian Exchange Scholarship (University of Hong Kong)

John Monash Science School, Australia

Jan 2010 - Dec 2012

ATAR (University Entrance Score): 99.65 (99th percentile)

SKILLS

Tools	Splunk, Tableau, Tensorflow, Google Analytics, Optimizely
Programming Languages	Python, MATLAB, R, SQL, VBA, Bash Scripts
Cloud	AWS Certified Solutions Architect Associate

WORK EXPERIENCE

Carsales.com.au (ASX: CAR), Melbourne

July 2019 - Now

Product Data Analyst

- Involved in all stages of the Product Analytics Development cycle. From designing Key Metrics with Product Team, communicating tagging requirements with Developers and sitting in with QA team. Built dashboards which provide insights to Product/Leadership Team about a range of products. Notable works include:
 - MyFeed Analytics** - Analytics Dashboard for a new Instagram-like story feature on the iOS Carsales app where users get served content via a Recommendation-engine. Dashboard shows how users have engaged with the product and what card positions/type provide the most CTR.
 - Fuel Campaign** - Analytics around a marketing campaign designed to uplift new member signups through partnering with a Fuel provider for Fuel Discounts. Dashboard shows user acquisition through different marketing campaigns and map showing Fuel redemption locations. This was delivered to the partnering-client as part of the contract.
 - A/B Testing Framework** - Building refreshing A/B testing dashboards and designing the pipelines with Data Engineers. Helping teams with Optimizely Adoption.

Deloitte (Analytics and Cognitive), Melbourne

July 2018 - July 2019

Analyst

- Developed ETL ingestion patterns to support an Energy Trading client. Use of Oracle ETL Stack. Developed Generic Functions in PL/SQL for Data ingestion used across the platform. Built Financial Tableau reports to replace existing legacy reports. Created R Models to calculate forward prices for commodities trading based on business rules.

Accenture, Melbourne

Dec. 2017 - June 2018

Application Developer Intern

- Built front-end dashboards using Splunk and Predictive Models for an in-house Application. Co-ordination with offshore to deliver products.

PROJECTS

Final Year Project

Implemented hand-eye co-ordination in a Robotic Arm using Deep Learning. Skills attained: RoboDK, Polyscope, Tensorflow.