

# Victor Xu

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## EDUCATION

GPA: 3.84/4.00

### UNIVERSITY OF WASHINGTON, Master of Science, Information Systems

Seattle, WA  
June 2019

- Concentration in Analytics + Data Science

### UNIVERSITY OF CALIFORNIA, BERKELEY, B.A., Cognitive Science - Computational Modeling

Berkeley, CA  
2015 - 2017

- Computer Science Minor + Certificate in Technology Entrepreneurship (College of Engineering)

## SKILLS

- **Specialties:** Data Science, Machine Learning, Statistical Analyses, Research Methods, Business Intelligence
- **Programming:** Python, R, Java, HTML, CSS, JavaScript, SQL, Scope, C, Go
- **Software Tools:** Jupyter Notebook, R Studio, PowerBI, Cosmos, Google Analytics, Git, GitHub, Pandas, MapReduce, Spark, Hadoop, Figma, PowerPoint, Excel, IntelliJ, LaTeX, Android Studio, Scikit-Learn, TensorFlow, NumPy, Tableau
- **Languages:** English (native), Chinese (bilingual proficiency), Spanish (professional proficiency)

## COURSEWORK

- Agile DevOps, Artificial Intelligence, Machine Learning, Advanced Data Mining, Structures & Interpretations, Advanced Databases, Probability Theory, Statistical Concepts in Computing with Data, Discrete Mathematics, Digital Transformations
- Semester-length seminar (5% acceptance rate) with Nobel Prize physicist, Professor Saul Perlmutter

## PROJECTS

- **Airbnb** (ML pricing predication modeling): Did advanced data normalization/cleaning, before creating multiple linear regression, random forest, regression, neural net, and boosting models (gradient, XGBoost, Light Boost, Lasso, Elastic Net, Kernel Ridge). Used correlation heat maps, factor analysis. Achieved 90% prediction accuracy on new, unseen dataset.
- **Project Implicit:** Used Project Implicit dataset to conduct data science research on bias (implicit vs explicit) on socioeconomic status. Merged datasets, tested hypothesis (and covariates) with statistical analysis in R and Python (Jupyter).
- **ThoughtJot:** Made Alexa voice-to-text journaling ecosystem, composed of an Amazon Alexa VUI, Android app, and Web app. Refined utterances based on 100 contextual interviews, consulting and understanding users' needs in a full stack project.
- **Competition:** 2019 IT Architecture Competition (SITAC 2019) - Designed data models (conceptual, logical, database), software models, to fit evolving business & stakeholder requirements. Presented roadmaps & deliverables.

## EXPERIENCE

### MICROSOFT VIA TCS (DATA SCIENTIST, CONSULTANT)

Redmond, WA  
2019 - Present

Led three-person team in consumer data & marketing group (IDEAs COGS). Used Python, R, Scope/Cosmos

- Spearheaded project for exploring user engagement on O365 apps, extracting insights on consumer behavior
- Performed segmentation analysis (unsupervised K-means clustering) to demine optimal groups of customers to target for advertising campaigns, increasing ROI and engagement by over 40%. Designed hypotheses and delegated experiments. Explored seasonality w. time-series forecasting, PCA, & over/under sampling.
- Constructed ad-hoc statistical analysis to optimize performance of Xbox newsletters (images, content, quantity), defined KPI metrics, and directly presented recommendations to business stakeholders in a weekly fashion.

### OSREVIEWS (TECHNOLOGY EDITOR, ANALYTICS)

Seattle, WA  
2015 - 2019

Founder of OSReviews, a media site covering the technology and consumer electronics space.

OSReviews has published over 1,800 reviews, and collaborated with 200+ companies including Samsung and Huawei.

- Managed three-person team, standardized data-driven method for examining software, computers, smartphones
- Further consulted on improvement methods; i.e. worked directly w. Huawei's A.I. (neural processing unit) team

### UC BERKELEY ENGINEERING, SUTARDJA CENTER (SOFTWARE ENGINEER)

Berkeley, CA  
2016 - 2018

Acted as technical/software lead of four start-up ventures. Used Python, Java, Android Studio, Figma

- Led five-person teams → conception to product: RenTech (subscription box using ML to predict market trends), Expert Connections (hobbyist video chatting platform), Candle Sense (\*Project RMUE)
- Used hands-on rapid prototyping, A/B testing, pitched to Javelin Venture Partners
- \*RMUE stands for Rich Multisensory User Experience, translating cognitive science research into real-world, business contexts. This funded project is a joint effort with PhD students at the University of Jyväskylä, Finland