




JAMES HU

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EMPLOYMENT

SoFi

San Francisco, California

Data Scientist, Member

2019 - Present

- Created core membership data structure and dashboards to track product ownership, attributes, and activity in time series for over 2 million users to understand users across 9 different financial products.
- Established data-driven customer experience system using product NPS surveys via Qualtrics, setting up data pipelines (export/ingestion), with time series, confidence intervals and NLP analysis through Tableau.
- Worked with business and engineering stakeholders to create centralized KPI infrastructure and dashboards to track hundreds of metrics for financial status, business health, and engineering progress.
- Developed core user level tables and methodologies to track user activity, retention, and behaviors and leverage that to apply machine learning to understand and improve those metrics.
- Stood up and maintained automation infrastructure and systems through Airflow and AWS.

Product Madness

San Francisco, California

Data Scientist

2017 - 2018

- Redesigned Tableau infrastructure and ETL processes for user acquisition team to understand and optimize core performance metrics on multi-million dollar monthly user acquisition spend.
- Created predictive revenue model to predict lifetime value with machine learning techniques to optimize user acquisition campaigns and provide signaling to intelligently adjust bids.

Independent Data Science Consulting

San Francisco, California

Data Science Consultant

2017

- Developed a corporate rental pricing model using Airbnb, Trulia, and different neighborhood metric data to improve pricing and understand inputs in corporate housing market.
- Applied natural language processing and clustering techniques to analyze live chat logs for a large nationwide telecommunications company on chat automation efficacy and secure a long term contract.

Galvanize

San Francisco, California

Data Scientist in Residence

2016

- Supported and mentored 30+ students to develop core data science, programming, and statistical skills.

Strategic Insight

New York, NY

U.S. Data Research Associate

2014-2015

EDUCATION

New York University - Leonard N. Stern School of Business

New York, NY

Bachelor of Science in Finance and Economics; Minor in Mathematics

2010-2014

PROJECTS

Heart-icle

- Used semi-supervised learning with Medium's user generated highlights to create better summaries with Gensim's Doc2Vec and Medium highlight data to capture the relationship between an article and highlight.
- Scraped over 30,000 articles from Medium and The Atlantic using BeautifulSoup and Selenium.

SKILLS

Programming Skills: Python (pandas, NumPy, scikit-learn, SciPy, BeautifulSoup, Gensim, Flask)
git (GitHub, GitLab), Selenium, Java (Intermediate)

Databases: Snowflake, Athena (Presto), Amazon Redshift, PostgreSQL, MySQL, MongoDB

Other Technical Skills: Apache Airflow, Tableau, Jupyter, Amplitude, Redash, AWS (S3, EC2, Sagemaker),
Server Admin, Linux (Ubuntu, CentOS 7), Jekyll, Nginx, Wordpress, LaTeX