

Siyang Sun

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EXPERIENCE

PROJECTS & EXPERIENCE

Retina AI - Series A Customer Intelligence Platform

Santa Monica, CA

Senior Data Scientist

July 2021 - Present

- ❖ Designed and deployed automated model backtesting platform
- ❖ Served as tech lead and owned outcomes of Retina's Facebook ads products
- ❖ Oversaw deployment and operation of core machine learning platform with 10+ million daily scores
- ❖ Prospected, interviewed, hired, and managed multiple batches of data science interns

Data Scientist

January 2020 - June 2021

- ❖ Led client data science team in delivering model and data insights to C-suite of multi-million dollar clients (Madison Reed, Nestle, Dollar Shave Club, Capital One Shopping)
- ❖ Launched next-gen CLV models into production
- ❖ Implemented Bayesian framework for simulating transaction behavior
- ❖ Built data enrichment API microservice

Fair - Softbank Fintech Startup with \$2 Billion funding

Santa Monica, CA

Data Scientist / Machine Learning Engineer Intern

June 2019 - December 2019

- ❖ Researched and developed ML recommendation systems that increased user conversion and improved browsing
- ❖ Deployed live collaborative filtering model into production with AWS and kubernetes

PatientPop Inc. - Market Leading Healthcare SaaS Startup with \$60M in revenue

Santa Monica, CA

Data Science Intern

July 2018 - June 2019

- ❖ Created automated reports for CEO on customer segmentation and upmarket expansion
- ❖ Improved efficacy of sales and business development through data governance and A/B testing
- ❖ Streamlined lead generation and management of over 400,000 leads with fully automated ETL pipeline

SKILLS

Languages: Python (numpy, scikit-learn, XGBoost, pandas, plotly, tensorflow, Keras), Spark, R, Javascript, C++, SQL

Machine Learning Algorithms: Regression, Tree Ensembles, Clustering, Matrix Factorization, Neural Networks

Tools: Snowflake, Databricks, AWS, BeautifulSoup, Kubernetes, pytest, Regex, Tableau, Excel, mongoDB, Git, Jira

EDUCATION

UCLA Anderson School of Management

November 2018 - December 2019

Master of Science - Business Analytics (Data Science)

2019 Class Vice President, 2019 Social Media Chair, Anderson Merit Fellow

University of California, Los Angeles

October 2014 - June 2018

Bachelor of Science - Mathematics / Economics, Computing

League of Legends @ UCLA, Socially Motivated Art, Quiz Bowl, Phi Delta Epsilon

PROJECTS & RESEARCH

- ❖ Supported triage and treatment research by predicting outcomes of vascular surgery for UCLA Ronald Reagan
- ❖ Optimized Anderson Alumni outreach with MCMC model that predicted donations
- ❖ Spell checker using TensorFlow and bidirectional recurrent neural networks (sequence-to-sequence model) for NLP
- ❖ Python algorithm to extract and parse OCR output of law review editorial board rosters into data sets

ADDITIONAL INFO

Visa Status: US Citizen

Certifications: Coursera Deep Learning Specialization, Society of Actuaries Exam P

Hobbies: Digital art, esports, music production, palaeontology