

# Hui Lin

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## Summary

1. Over 10 years of experience in data science in fast-paced, data-driven environments
2. More than 6 years of experience in conducting training sessions and webinars
3. Extensive experience in machine learning and statistical modeling
4. Proven track record of providing actionable insights by connecting behavior and perception
5. Proficient in SQL and scripting languages, primarily R and occasionally Python
6. Experience in building data models and pipelines at startup
7. Extensive cross-functional team experience collaborating with product, engineering, design, marketing, and operations teams

## Work and Research Experience

**Sep.2021 - Present, Staff Data Scientist, Shopify, San Jose, CA, USA**

1. Foundational research on perception (survey) and behavior (logs)
2. Discover market opportunities (internationalization)
3. Tackle complicated long-term problems in a multi-disciplinary team

**Jul.2020 - Sep.2021, Quantitative UX Researcher, Google, Mountain View, CA, USA**

1. Develop and implement a user-centered metric tracking framework.
2. Identify product gaps, competitive positioning, and unmet user needs through a combination of large-scale surveys, text analytics, preference modeling, and log analysis.
3. Collaborate with the machine intelligence team to develop innovative AI features.
4. Drive change by communicating actionable findings to both experts and non-experts within the organization.

**May.2018 - Jun.2020, Head of data science, Netlify, San Francisco, CA, USA**

1. Establish and manage a data science team to drive growth optimization and sales enablement. Netlify's user base has grown by over 15% per month, and revenue has grown by 10% per month.
2. Collaborate with the infrastructure team to create data pipelines that centralize large-scale user-generated data (Data Lake) in a big data cloud environment.
3. Develop and implement a Data Mart for business users.
4. Define and oversee the development of user behavior analysis fundamentals.

**May.2013 - Apr.2018, Marketing Data Scientist (Tech Lead), DuPont, Johnston, IA, USA**

1. Machine learning for predictive analytics.
2. Analyzing marketing programs under observational scenarios.
3. Conducting market research surveys.

## Education

PhD in Statistics, Department of Statistics, Iowa State University, USA

MS in Statistics, Department of Statistics, Iowa State University, USA

BS in Statistics, School of Mathematical Science, Beijing Normal University, CHINA

## Book

[Machine Learning using R](#): By Hui Lin

Publisher: Publishing House of Electronics industry

Status: Published in Oct 2017

ISBN : 9787121326585

[Practitioner's Guide to Data Science](#): By Hui Lin and Ming Li

Publisher: CRC Press

Status: Published in May 2023

Github: <https://github.com/happyrabbit/IntroDataScience>

## Book Translation

[Applied Predictive Modeling](#): By Max Kuhn and Kjell Johnson

Chinese translator for chapters 1-4, 12-14, 16, 18-20

Publisher in China: Huazhang Publishing Inc.

Status: Published in May 2016

[R for Marketing Research and Analytics](#): By Chris Chapman and Elea McDonnell Feit

Chinese translator for the book

Publisher in China: Huazhang Publishing Inc.

Status: Published in Oct 2016

[Statistical Rethinking - A Bayesian Course with Examples in R and Stan](#): By Richard McElreath

Chinese translator for the book

Publisher in China: Huazhang Publishing Inc.

Status: Published in Apr 2019

## Selected Tutorials and Talks

[Data Science in Practice](#), 2022-06-13, 2022 Quality and Productivity Research conference

[User-centered metrics](#), 2021-07-01, invited by [HyVee](#) Analytics Team, [slides](#)

[Introduction to Deep Learning \(in R and Python\)](#)

2021-05-17, The Statistical Methods in Imaging Conference 2021

[Introduction to Data Science, Machine Learning and Deep Learning \(in R and Python\)](#)

2021-04-24, SCASA 40th Annual Applied Statistics Workshop

2021-06-26, ASA Council of Chapters Traveling Course [Orange county-long beach]

2021-07-23, ASA Council of Chapters Traveling Course [Nevada]

2021-08-06, ASA Council of Chapters Traveling Course [Georgia]

2021-08-20, ASA Council of Chapters Traveling Course [Columbus]

2021-09-16, ASA Council of Chapters Traveling Course [Middle Tennessee]

2021-10-09, ASA Council of Chapters Traveling Course [Boston]

2021-10-23, ASA Council of Chapters Traveling Course [New York]

Interactive document and dashboard using R and shiny, 2017-07-12, [Central Iowa R User Group, Blog](#)

Data Scientist Using R - Data Wrangling, 2017-05-02, [Central Iowa R User Group, Blog](#)