

JIAN LIN

xxlin@ucdavis.edu | (530) 231-2710 | [Personal website](#)

EDUCATION

University of California, Davis - M.S. in Statistics Sep 2025 – Dec 2026 (expected)

Coursework: Neural Network, Artificial Intelligence (Transformer), Probability, Regression, Statistical Computation

University of California, Irvine - B.S. in Mathematics Sep 2017 – Jun 2021

PROFESSIONAL EXPERIENCE

Data Analyst | Falcon Media Software Co., Ltd. Feb 2024 – Sep 2025

- Established advertising performance framework and identified optimal targeting parameters—defined 3 key behavioral indicators predicting high-value users, determined peak engagement windows, reducing CAC by 20% while improving ad ROI by \$52K annualized.
- Analyzed user behavioral paths using SQL and Python to identify critical friction points—diagnosed root causes of 50% drop-off on onboarding flow through funnel analysis and attribution modeling, recommended UX improvements that reduced abandonment to 25%, retaining 15K monthly users.
- Led comprehensive monetization testing across ad placements, formats, and advertiser types—designed and executed 12+ A/B tests analyzing impact of different ad positions and creative types, identifying optimal configuration that increased ARPU by 5.2% (\$30K annualized revenue).
- Partnered with Product, Marketing, and Engineering teams to translate business requirements into actionable analyses, navigating technical constraints to deliver insights that informed 15+ product decisions.

Assistant Product Manager | Vesta Living E-commerce Co., Ltd. Sep 2021 – Dec 2022

- Designed and optimized retention email campaign using customer segmentation and frequency testing—conducted A/B tests on email cadence (weekly vs. bi-weekly vs. monthly), and designed holiday-themed campaigns, increasing repeat purchase rate by 25% and driving \$80K incremental revenue.
- Analyzed user conversion paths using heatmap tools and funnel analysis—identified friction points in checkout flow, designed targeted pop-up strategy and membership incentive program.
- Coordinated cross-border product improvements across distributed teams in Ukraine (Engineering) and China (UI/UX), aligning on data-driven website optimizations.

RESEARCH & ACADEMIC PROJECTS

Neural Network and Statistical Modeling | UC Davis Sep 2025 – Present

- Presentation on Hopfield Network, learn Deep Learning, Convolution Network mathematically
- Trained and probed a tiny transformer using PyTorch
- Conducted research regarding optimization on High Dimensional SGD, and edge of stability phenomenon
- Applied regression analysis (ANOVA), PCA, bootstrap to conduct course projects including app analysis, STAR teaching evaluation

TECHNICAL SKILLS

AI Agents | Python | R | SQL | Tableau/Streamlit | Google Analytics | GTM | Figma | Excel