Julius Fan

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WORK EXPERIENCE

Spigot Inc.   Fort Myers, FL
Software Engineer   August 2020 - Present
- Generated 11% more profit by performing User Flow analysis to determine optimal patterns to target high profit margin users.
- Leveraged backend web servers to develop Facebook API processors to adjust budget based on live ad insights and stored results in internal databases for future analysis.
- Overhauled API management software processor to save time for future advertiser API integration.
- Identified key factors to automate Ad Placement purchasing times, increasing profit margins on time sensitive keyword purchasing by more than 30%.

Spigot Inc.   Fort Myers, FL
Software Engineer Intern   June 2019 - September 2019
- Increased quarterly revenue by 14% through creating a custom dashboard to display future customer prospect predictions.
- Shifted Advertiser Budget Allocations to reduce unnecessary expenditures by developing Python scripts to monitor AWS Redshift databases.
- Constructed data processing pipeline using C# and SQL to provide information to the marketing department.
- Built a front-end to facilitate making complex search queries by other team members.

Spigot Inc.   Fort Myers, FL
Data Science and Business Intelligence Intern   June 2018 - September 2018
- Improved Customer Lifetime Value by 8% utilizing a live quadrant modeling system to better model when and why customers would click.
- Improved User Profiling by utilizing K-means clustering and market segmentation to divide consumers into more manageable buckets.
- Spearheaded multi-stage customer acquisition plans to allow for better retention rate using data analytics in order to drive action in purchasing customers that were more active earlier on.

Genimous Technologies   Shanghai, China
Machine Learning Intern   June 2017 - September 2017
- Filtered 92% of fraudulent clicks for clients by utilizing Python clustering methods to group bot accounts.
- Drastically improved ad revenue by implementing FTRL algorithm to adjust click weighting of consumers.
- Decreased quarterly spending by over 15% by implementing server-side fraudulent activity checks.

EDUCATION

University of California - Santa Cruz   Santa Cruz, CA
B.S in Computer Science   September 2016 - June 2020
Minor in Statistics   3.62 Major GPA
- **Relevant Coursework:** Software Engineering, Data Structures, Database Systems I/II, Operating Systems, Discrete Mathematics, Statistical Inference, Distributed Systems, Algorithm Analysis, Machine Learning

PROJECT EXPERIENCE

WinRate
- A project designed to track win rate across games of card games.
- Heavily documented during the entire development process, including domain models, UML class diagrams, state charts, sequence diagrams, and an overall design document.
- Worked in a team of 4, completed 2 live releases, meeting all requirements for a Minimum Viable Product as well as 3 future expansion features.

Tools Used: C#, Java, Python, Android Studio, MTG APIs, Scrum, Agile, Git, Maven

P.AI.NT
- Machine Learning Style Transfer Project to copy art styles across media.
- Combined traditional image stylization with Logarithmic Loss functions to attain higher cohesiveness.

Tools Used: Python, Tensorflow, Numpy, SkLearn

SKILLS

- **Programming Languages:** Python, Java, C#, Javascript
- **Front-End / Back-End:** HTML, CSS**,** SQL, Flask, React
- **Version Control/Tools:** Git, Numpy, SkLearn, Pandas, Tensorflow, Excel, Docker, Redshift, Jupyter