

# Chloe Hom



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San Francisco, CA, USA

## Education

**University of California, Berkeley** | Aug 2016 - May 2020  
– **B.A Data Science, Computer Science** | *Concentration in Business and Industrial Analytics*

- Internet Architecture, Data Structures, Database Systems, Artificial Intelligence, Machine Learning, Web Development, User Interface Design (UI), User Experience, Data Mining and Analytics, Statistical Probability, Business Analytics, Marketing, Operations and Information Technology Management.

## Skills

**Programming** | Python, Java, HTML, CSS, SQL, R, Git, Unix, Linux, ggplot2, SciPy, Scikit-learn, Pandas, NumPy

**Technologies** | Tensorflow, Pytorch, Tableau, GBI, Windows, Mac, Excel, PowerPoint, Word

## Certification

**SheCodes** | **Front-end Bootcamp** | Winter 2021

- Mission to bridge the gender gap in tech programming
- Developed User Interface layouts designs (transitions, transforms, input responsive, displays) in the context of a web browser.
- Engineered scalable, modular User Experiences (animations, media queries, local storage) by integrating Javascript, HTML, CSS.

## Professional Experience

**Product Manager (Sr. Assoc.)** | **Visa, Developer Platform**

Aug 2021 - Present

San Francisco, CA

- Launched digital network/payment credential in 9 countries (Asia, Europe, Middle East), driving 30% increase in user adoption and 20% boost in revenue.
- Conducted 50+ user interviews through clickable prototypes, yielding insights for 15% higher satisfaction and a 25% reduction in onboarding friction.
- Drove cross-functional collaboration (Design, Research, Engineering), driving key project initiatives and go-to-market (GTM) plans via bi-weekly sprints, cutting time-to-market for product release by 2-months.
- Created actionable Tableau/Excel dashboards for stakeholders, enabling data-driven decisions and efficient project tracking.
- Led weekly workshops with 10 designers/UX researchers, fostering a creative environment for brainstorming and ideation, resulting in the development and testing of multiple Minimum Viable Products (MVPs) features for upcoming consumer product launch.

**Data Analyst** | **Berkeley Institute of Data Science, Goodly Labs**

Sept 2019 - May 2020

Berkeley, CA

- Leveraged qualitative/quantitative data from sources, demonstrating text segmentation in SQL, R, and Python, boosting data accuracy by 25%.
- Revamped data extraction, cleaning, analysis, and presentation techniques for medium to large computational text analysis datasets, reducing processing time and enhancing efficiency by 20%.
- Researched Crowdfunding trends, defined success metrics (releases, marketing strategies, target audience, product attributes, visions), leading to a 10% increase in successful crowdfunding campaigns.
- Utilized Python, Pandas, and Jupyter notebooks for impactful data visualizations (Matplotlib, pyplot, ggplot2) for Kickstarter campaigns, driving 100+ user engagement and informed marketing strategies.

## Projects

### DOORDASH DELIVERY RECOMMENDATION

- Established dasher recommendations on predicting and improving delivery time using data analysis and feature engineering.
- Constructed product life cycle of a delivery order to create strong predictive features and better A/B training/test sets (Python, SQL)

### AIRBNB HOST PRICING MODEL & MACHINE LEARNING CLASSIFICATION

- Predicted NYC rentals and optimization pricing strategy for hosts categorized by private/shared, home/apartment (Pandas, R, Python)
- Approached through data analysis, decision tree classification, neural networks (MLP classifier, Keras, PyTorch, Tensorflow)