MIMI YUFAN YOU

SUMMARY

Impact driven, novel data sources, human-computer interaction, and making interesting things

PROFESSIONAL EXPERIENCE

Amazon Games Studios - Engineering - Data Scientist II Seattle, WA Dec 23' - June '26

Technical Contributor - (Tools: Sagemaker, Jupyter Notebook, Airflow, Redshift, JetBrains IDEs)

- Implemented behavioral and network-level features (session timing, click patterns, device fingerprinting, IP/request metadata) for gradient-boosted bot detection models, reducing false positive rates across millions of daily traffic events
- Analyzed bot behavior patterns across large-scale traffic data to identify novel signal sources and edge cases, informing feature engineering work that improved model precision and reduced manual review burden
- Deployed and iterated on XGBoost/LightGBM-based classification models in production, partnering closely with engineering teams to ship incremental improvements to detection accuracy while reducing false positive impact on legitimate users across the platform

Niantic Labs - Engineering - Data Scientist (Lead) Seattle, WA and San Francisco, CA Nov 21' - June '23

Impact, Leadership & Capacity Building - (Tools: SQL, Airflow, Juptyer Notebooks, BigQuery, Periscope, Looker, Figma, JIRA)

- Led team of 5 in Q3/Q4 in prototype analytics tool on Kubeflow Jupyter Notebooks (iPywidgets, Plotly, Prophet, BigQuery)
- Mentored cross-functional teams on actionable recommendations for economics, player incentive & progression
- Influenced prioritization of roadmap for 3+ titles across multiple product lifecycle stages and all levels of the organization
- Researched deep learning tools for in-game asset creation and network science principles for social graph analyses
- Investigated complex products and user experiences using product intuition decomposed into analytical lines of inquiry contributing to 2x+ YoY bookings revenue for live product and significant revisit of strategy and design of pre-launch product

TakeTwo Interactive - Rockstar Games - Senior Data Analyst (Associate Principal Analyst) New York, NY June '20 - Oct '21

Business Impact & Areas of Interest - (Tools: SQL Server, Snowflake, Excel, Tableau)

- Owned, executed, socialized, productionalizing several first of its kind models and reporting - First Day Played Dashboard the first cohortized metric dashboard of its kind at R* and Committed Player Model
- Primary team-member for studio-wide behavioral segmentation of GTAO player clustering project
- Main PIA point-of-contact for 2 releases on Red Dead Redemption Online running at $15m+ per release
- Documented universal taxonomy data structures and telemetry specifications for upcoming title
- Streamlining title update release process and analyst workflows across documentation and version control
- Prototyped usage of social media platform APIs including Twitch API for reporting and analysis

Mountain Equipment Coop – Lead Marketing Data Analyst Vancouver, BC Jul '18 – May '20

Business Impact & Areas of Interest - (Tools: PowerBI (DAX), SQL Server)

- Led development of an activity-based campaign optimization data pipelines to inform ~$3m marketing budget
- Architected end-to-end API integration for Qualtrics & SalesForce Marketing Cloud in Azure/Python
- Modernized customer reporting with churn, retention, and predictive lifetime value linear regression
- Implemented back-end and front-end system for demand planning & SKU performance assortment tool
- Led development of k-means store clustering that explained ~30%+ store performance deltas
- Efficiencies from supply chain discoveries had potential to improve web order fulfillment times by 40%+

Capacity Building

- Built team capabilities by designing curriculum and teaching weekly SQL and Python workshops to regular attendees
- Hired, trained, and managed several cohorts of 3+ technical co-ops, 2 direct reports
- Organized bi-weekly sprint cadences while coaching team on poker planning, user story creation
- Recognized for taking on responsibilities above and beyond in workplace performance award 2018

Electronic Arts – FIFA Sports – Business Data Analyst Vancouver, BC Aug '15 – Nov '17

Business Impact & Areas of Interest - (Tools: SAS, R, Teradata, Redshift, Tableau)

- Analyzed FIFA card pack arbitrage problem to explain ~30% drop in bookings resulting in deployment of real-time pack probability model to inform design changes accumulating $15m+ annual revenue improvement
- Recognized for taking on data engineer responsibilities workplace performance award 2016
- Built geo-data, performance load-testing, spend exhaustion, CARPU/LTV reports in R, SAS, Tableau
- Exposure to impact of tuning and optimization of FIFA Mobile market-place artificial intelligence bot

EDUCATION

University of British Columbia, Bachelor of Commerce Sep' 06 – May '12

3.75/ 4.0 GPA, Dean's List, President's Entrance Scholarship
1st Place Team - Harvard MBA Case Course - COMM486R
Course Creator/Facilitator – Emerging Technologies and Business - COMM486B
International Relations Exchange – Sciences Po Paris

University of California Berkeley, Post-Baccalaureate in Counseling and Psychology March '23 - Oct '24

Developmental Psychology Across the Lifespan - 99%
Research Methods in Psychology - 92.5%

CERTIFICATES

Northwest Culinary Academy – Professional Program Dec '17 – May '18
Udacity - Data Science Nanodegree, Computer Vision Nanodegree Oct '18 – March '19
7Gate Ventures Academy – Machine Learning Computer Vision 10-Week Intensive Feb '20 – March '20

PROJECTS:

Deep Learning Neural Net Image Classifier App: pipelines, functions, parameters, custom layers, vgg-16
Geofence Notification App: react native, express
Web3 Crowdfunding Website: react.js, tailwind css, solidity

INTERESTS: New Media Art, Permaculture, Energy and Ecology, Cooking, Pilates, Clinical Psychology