

# William Joe Baldwin

Canada



will.j.baldwin@gmail.com



050-5307-2477



[linkedin.com/in/willjoe](https://linkedin.com/in/willjoe)

## Summary

I've experienced many types of occupation in my 20s, yet programming was my way to solve things. From my 30s, I have been involved in many enterprise level project which lead me to improve more on my engineering skills.

My current role as a data scientist requires conjunction of skills, and I am capable of bringing something very unique to the project.

I would like to improve my career by participating more on bigger projects possibly from overseas.

## Experience

### **R** Vice Manager

Rakuten

Jul 2022 - Present (1 month +)

### **R** Product Manager

Rakuten

Apr 2022 - Jun 2022 (3 months)

### **R** Global Data Supervisory Department

Rakuten

Nov 2020 - Apr 2022 (1 year 6 months)

### **G** Lead Data Scientist

Gruff, Inc

Jun 2017 - Nov 2020 (3 years 6 months)

- "Mobile Phone Operator" on-site staff

Details:

- Designed and built DMP
- Designed and built data pipelines
- Directed on RestfulAPI system development

Project Scale: Team of 14, Jan 2020 ~ Oct 2020

Role: Development manager, System Architect

Tools: Azure, Azure SQL Database, Azure Functions, Azure App Service, API Management, Stored Procedure

- "Television Broadcaster" on-site staff

Details:

- Developed celebrity prediction model with face recognition

- Developed video genre prediction with natural language processing
- Designed and developed DMP/pipelines
- Creating dashboards

Project Scale: Team of 9, Jul 2019 ~ Oct 2020

Role: Project Manager, Data Scientist, System Architect, Programmer

Tools: GCP, Treasure Data, BigQuery, Cloud Functions, Auto ML,  
Python, Serverless Framework, Digdag, Embulk,  
Mecab, fastText, tf-idf, Jupyter notebook, pandas, Tableau

#### - "Mobile Phone Operator" on-site staff

Details:

- Developed subscriber candidate prediction model
- Developed website genre prediction model using natural language processing
- Reported results using AB tests
- Creating dashboards
- Developing a formula to list loyal customers

Project Scale: Team of 12, Jun 2018 ~ Dec 2019

Role: Development manager, Data Scientist, System Architect, Programmer

Tools: AWS, SAS, Redshift, AWS Lambda, AWS Fargate, Python,  
Serverless Framework, Mecab, fastText, tf-idf, Random Forest, XGBoost,  
Lightgbm, Grid Search, Jupyter notebook, pandas, Tableau

#### - "Leading Insurance Company" on-site staff

Details:

- Developed car accident insurance cost prediction model
- Developed insurance cancellation prediction model
- Categorized the comment column using natural language processing
- Creating dashboards

Project Scale: Team of 2, Jun 2017 ~ Jun 2018

Role: Project Manager, Data Scientist, Programmer

Tools: AWS, Python, Mecab, fastText, tf-idf, Random Forest, XGBoost,  
Grid Search, Jupyter notebook, pandas, Tableau



## **System Integrator**

### **P&I Information Engineering**

Nov 2014 - Mar 2019 (4 years 5 months)

- Developing cloud based analytics platform

Project Scale: Team of 14, September 2017 ~ July 2018

Role: Programmer, Tech Specialist

Tools: AWS, EC2, Amazon EMR, IAM, Lambda, Terraform, Python, R,  
VS Code, Apache Spark, PostgreSQL, MySQL,  
CodeCommit, Redmine, Slack

- Developing "Pepper robot" reception system

Project Scale: Team of 14, October 2016 ~ January 2017

Role: Programmer, Project leader

Tools: NAOqi, AWS, EC2, Python, PostgreSQL,  
Shell, CentOS, PHP, Redmine

- Refurbishing Hotel reception system  
Project Scale: Team of 14, April 2016 ~ September 2016  
Role: Programmer, Project leader  
Tools: Windows 10, C#, .Net, MSSQL, Subversion, Redmine, Visual Studio
- Developing and maintaining Analysis System to transp and track contaminated soil  
Project Scale: Team of 14, April 2015 ~ September 2015  
Role: Programmer, Tech Specialist  
Tools: "Sakura no Cloud", CentOS, PHP, fuelPHP, PostgreSQL, NetBeans, Subversion, Redmine, UnitPHP, Selenium, JMeter, LibreOffice
- Developing and maintaining Traceability System to transport and track contaminated soil  
Project Scale: Team of 14, November 2014 ~ March 2016  
Role: Programmer, Tech Specialist  
Tools: "Sakura no Cloud", CentOS, PHP, fuelPHP, PostgreSQL, NetBeans, Subversion, Redmine, UnitPHP, Selenium, JMeter, LibreOffice



## **Assistant Producer, Web engineer, Video Editor**

Azur Productions, Inc.

Nov 2011 - Oct 2014 (3 years)

- Developing flex time stamping system  
Project Scale: Team of 2, April 2012 ~ October 2014  
Role: Programmer, Leader  
Tools: Ubuntu, Apache, MySQL, PHP, HTML, Javascript, App Engine, Tide SDK, Electron
- Developing Video file sharing server  
Project Scale: Team of 2, January 2012 ~ October 2014  
Role: Programmer, Leader  
Tools: Webdav, Ubuntu, Apache, MySQL, PHP, HTML, Javascript
- Editing video files by programming  
Project Scale: Team of 2, April 2012 ~ October 2014  
Role: Programmer, Leader  
Tools: FFMPEG  
(Attaching .ass subtitles, Mixing audio, Cut and pasting video clips)



## **Web Developer**

Oct 2008 - Sep 2014 (6 years)

- Development of marriage agency system API and UI  
Project Scale: Team of 3, April 2013 ~ October 2014  
Role: Programmer  
Tools: Javascript, PHP, Zend Framework, Google App Engine, Google Cloud SQL, Angular, Typescript, Electron
- Development and operation of Foreigner Talent Agency website  
Project Scale: Team of 3, December 2011 ~ October 2014  
Role: Programmer

Tools: Javascript, Ubuntu, Apache, MySQL, PHP, Google App Engine,  
Google Cloud SQL

- Development and operation of Hair salon reservation system

Project Scale: Team of 7, April 2011 ~ April 2012

Role: Programmer

Tools: HTML, Javascript, Ubuntu, Apache, MySQL,  
PHP, Google App Engine

- Development and operation of cosmetic shopping site

Project Scale: Team of 2, April 2011 ~ April 2012

Role: Programmer

Tools: HTML, Javascript, Ubuntu, Apache, MySQL,  
PHP, Google App Engine

- Refurbishment of Restaurant promoting website

Project Scale: Team of 2, January 2011 ~ September 2014

Role: Programmer

Tools: HTML, Javascript, MySQL, PHP, Google App Engine

- Development of children clothing EC site

Project Scale: Solo project, October 2008 ~ December 2008

Role: Programmer

Tools: HTML, Javascript, Apache, MySQL, Action Script, Flash



### **Radio Program Host**

FM KATCH Inc.

Apr 2007 - Oct 2011 (4 years 7 months)



### **Radio Program Host**

Aichi International Broadcasting Co., Ltd.

Apr 2008 - Sep 2010 (2 years 6 months)

Responsible for hosting show, and writing scripts



### **Office Work, Web Designer**

Canada @ Home Inc.

Jul 2004 - Jan 2007 (2 years 7 months)

Exporting Canadian products to Japan. Quoting and ordering products.

Designing and developing web page.

Tools: MS Excel, MS Access, HTML, JavaScript

## **Skills**

Amazon Web Services (AWS) • Software Development • Machine Learning • Deep Learning • Data Science • Big Data • Extract, Transform, Load (ETL) • Google Cloud Platform (GCP) • AWS Lambda • Microsoft Azure

## Honors & Awards



**Awarded as top 7 in Shonen Jump Application Development Contest** - Shueisha Inc.

Aug 2018

<https://appcompe.shonenjump.com/>



**Keynote Speaker at “MIXER -the marketing conference-“** - from scratch Co.Ltd

Sep 2019

<https://bdash-marketing.com/mixer/>