

WILLIAM LONON | DATA SCIENTIST

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EDUCATION

University of Arkansas, College of Engineering

B.S. Data Science

Summa Cum Laude

May 2026

Fayetteville, AR

EXPERIENCE & PROJECTS

Walmart

August 2025 – May 2026

Demand Modeling Team Lead, Modular Relay Timing – Senior Practicum

Fayetteville, AR

- Built demand estimation models in **R** on 37M+ Walmart transactions to optimize modular rotation timing decisions.
- Implemented **K-means** clustering to recategorize 1,200 stores into 5 distinct climate zones; uncovered climate patterns absent in existing store clusters.
- Developed **Nested Logit**, **Exogenous Substitution**, and **Markov Chain Monte Carlo** models to uncover customer demand and product substitution patterns.
- Built a **custom interactive dashboard** using Shiny displaying 90% confidence intervals for loss/diversion ratios to inform rotation decisions.
- **Key Result:** Stockouts produce twice as much sales loss for men as for women across the full dataset, providing nuance to modular relay timing decisions.

OpenAI

January 2025 – May 2026

Multimodal Model Bias Audit – University of Arkansas Honors Thesis

Fayetteville, AR

- Designed a multimodal “telephone game” feedback loop in **Python** using **OpenAI APIs** to detect emergent representational bias across iterative caption-regeneration chains.
- Quantified identity drift using **CLIP cosine similarity** and **ArcFace** metrics, exposing systematic face substitution despite high semantic consistency.
- **Key Result:** Found Systematic OpenAI policy application failures; discovered a 300% increase in refusal language when asked to describe current political scandals.

University of Arkansas

June 2025 – May 2026

XR & Audiovisual Studios – UARK Libraries

Fayetteville, AR

- Managed operations of a state-of-the-art **data visualization** and immersive technology lab.
- **Developed 6+ hands-on workshops** covering AR/VR, data visualization, video, and music production.
- Designed and deployed inventory tracking and patron training databases
- **Key Result:** Awarded Undergraduate Student Employee of the Month; Nominated for NSEA National Student Employee of the Year – **Critical Thinking Award**.

Octoquan Records

January 2025 – Present

Founder + Data Solutions Engineer

Fayetteville, AR

- Built an automated LLM-powered email promotion bot using the **Anthropic Claude API** to generate personalized pitch emails by genre, contact type, and artist profile.
- Created a web scraper in **Python** to extract 9,000+ industry contacts from an online database.
- Designed and built the label website using **JavaScript** and **HTML**.
- **Key Result:** Platform connects artists with thousands of music promoters with automated precision emails

TECHNICAL SKILLS

Machine Learning & AI: PyTorch, SKLearn, Pandas, TensorFlow, HuggingFace

LLMs & AI Automation: LLM API integration, agentic AI systems, workflow automation, prompt engineering

Programming Languages: Python, R, SQL, Java, JavaScript, HTML, C++

Data Engineering: ETL pipelines, feature engineering, statistical analysis, web scraping, browser automation

Databases: SQL, MySQL, NoSQL, normalized schema design

Data Visualization: Tableau, PowerBI, HTML, Shiny, Seaborn