

## Professional Experience

### Product Manager Data & Analytics @ Adobe 1+ years (Aug-23 - Present)

#### Cloud Platform and Collaboration Experiences

- Set the **vision narrative and strategy** for analytics in alignment with leadership and platform strategy.
- Driving analytics priorities, using an **outcome-, user-, and partner-based approach** to deliver business results.
- Defined requirements (PRD) and driving execution of analytics programs, **working with cross-functional teams**. Key unlocks included:
  - Migrated critical data infrastructure to a cloud-based solution while improving **ingestion time by 80%** and unlocking **\$1M annual cost savings**.
  - Standardized platform data model and framework** to enable near real-time usage insights and experimentation based on a reliable, performant, and scalable data platform.
- Owning OKR analytics and partnering with product, user research, growth, and marketing teams to deliver insights about drivers and friction points in **creative workflows, with a focus on collaboration on cloud content**.
- Led enablement workshops to empower platform teams with actionable insights leverage experimentation, counterfactual and causal inference methods to measure the value of **collaboration and GenAI experiences**.

### Lead Data Scientist @ Adobe 8 months

#### Cloud Platforms and Collaboration Experiences

- Worked with the VP of Product to **ramp up and lead an empowered, highly-functional team** of five data scientists and engineers distributed across US, EMEA, and India.
- Led 2 data science projects resulting in retirement of Legacy Storage Services equivalent to **\$1M annual savings** and **extended value for 100M+ Adobe users** through improved Cloud Storage to drive top funnel growth.

### Data Scientist @ Adobe 3 years (P20/P30)

#### Adobe XD, Creative Cloud Web and Experience Cloud (Consulting)

- Worked with leadership, design, marketing, engineering, and product in a highly iterative, fast-pace environment **from concept to beta launch** of web-based design and prototyping tool that enables real-time collaboration.
- Within a diverse and great team of seasoned data scientists across the US and Bangalore, I developed and implemented measurements for Product-Led Growth (PLG), focused on **optimizing engagement and virality**.
- Improved **UX and performance of OKR dashboards** and established them in leadership QBRs through continuous and accurate trend analysis and insights, focused on adoption, monetization and customer satisfaction.
- Reduced time to **identify critical customer feedback from days to minutes** by deploying Huggingface **transformer-based large-language models (LLM)** to better inform strategic decision making.

### Working Student Consulting & User Research @ Adobe 3yrs 3 months

#### Adobe Digital Experiences (Consulting)

- Led a team of interns in automating repetitive and manual KPI reporting workflows, to reduce friction, save data analyst resources. Top dashboards served up to **300+ users daily, still ranking as top 3** Adobe dashboard today.
- Led a 6-month **user research project in Seattle** to evaluate the value of machine learning (ML) based commenting systems. Findings prevented (!) building ineffective features, saving the team significant resources.

## Portfolio Projects

### Semantic Similarity Search Engine ↗

Built a search engine to test Huggingface transformers and PyTorch. It's a miniature google search script that can be leveraged in any webshop.

### Title generator for arXiv research papers *open-source · NLP community project* ↗

We developed an large-language model that generates titles from research papers using the Huggingface transformers library, Amazon SageMaker, and Tensorflow.

### Website Development & Analytics ↗

Using my personal homepage as a testing area for many web dev & analytics tools such as Google Firebase & Analytics, Adobe XD, Figma, and Webflow.

## About me (and Soft skills)

I love building products with a clear **product vision and strategy**, continuous **execution, learning** and **problem-solving** with **empowered teams** that are taking on **ownership**. My strengths are in **communication, stakeholder management**, seeing things through the **lens of the user**, and emotional intelligence. My enthusiasm for great **UX and UI design**, and a background in **user research, analytics** and **data science** always help.

## Academic Education

### AI Professional Program @ Stanford

Passed XCS221 · Spring 2021

Principles and techniques to build, fine-tune models and algorithms, including Bayesian Networks, Constraint Satisfaction Problems, Machine Learning, Markov Decision Processes, Graphical Models and Search.

### M.S. Global Management and Governance @ HSBA

Graduated 2020

Research: Machine Learning & AI Ethics

### B.S. Business Management and Engineering @ UHH |TUHH

Graduated 2017

## Toolbox

### Programming & Code

Python · Spark · SQL · Hive · Presto · DAX · Bash · MS PowerShell · Git

### Data, Cloud & BI

Google Analytics · MS Stack · Splunk · Hadoop · SqlServer · Databricks

### Web & Design

HTML · CSS · REST API · Google Firebase · Webflow · Adobe Creative Suite (Xd, Ps, Id, Ai, Dw)

## Certificates

- Sequences, Time Series and Prediction ↗
- Feature Engineering ↗
- Structuring Machine Learning Projects ↗
- Applied Machine Learning in Python ↗
- Deep Learning with Tensorflow 2.0
- Certified Scrum Master

