# FREDERIK NIESNER

Data-driven Creative

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## Professional Experience

### Product Manager Data & Analytics @ Adobe 11 months (Aug-23 - Present)

Cloud Platform and Collaboration Experiences

- Partnering with product leadership to define and execute a **vision and strategy with strong narrative** and clear, achievable priorities, to measure and drive the customer value of Adobe's cloud and collaboration ecosystem.
- **Leading OKR analytics** to deliver insights that drive adoption of platform capabilities and enhance value through frictionless **collaboration and GenAI experiences** in flagship products, including Photoshop, Express, and Firefly.
- Partnering with **cross-functional teams** in Creative Cloud and Document Cloud to build data products that ensure the efficiency, scalability, performance, and reliability of a platform serving millions of users every day.

### 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.
- Within 8 months, the team ramped up a data and analytics infrastructure on the cloud to enable product, service and marketing teams to measure **Product-Led Growth (PLG) metrics and run AB Tests**.
- 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 6 months

Creative Cloud Web

- 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.**

### Associate Data Scientist @ Adobe 2yrs 4 months

Adobe XD & Digital Experiences (Consulting)

- 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 inefective 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 - in other words: being human. My enthusiasm for great **UX and UI design**, and a strong 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

Reach out on: LinkedIn · Mail · GitHub · Web

FREDERIK