FREDERIK NIESNER

Data-driven Creative

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Professional Experience

Adobe, Data Scientist
Aug 2022 - Present, Hamburg & US

As a Data Scientist on Adobe's Creative Cloud Web team I work with cross functional teams to accelerate growth and measure success for Adobe's (beta) web product applications.

- Regularly presenting performance metrics and user-centric insights *to LT up to VP level*. This drives decisions on feature prioritisation and beta product strategy.
- Working on *machine learning* models that estimate key characteristics of user profiles.
- Kicked off our an *experimentation* tramework for multiple products which helps LT to focus only on *statistically significant* changes in trends while eliminating noise in our data.
- Worked on migrating from on-prem Hadoop to a *state-of-the-art web data infrastructure* with DPaaS Databricks on Azure, Spark and PowerBI.

Adobe, Associate Data Scientist
Apr 2020 - Jul 2022 · 2 yrs 4 mos, Hamburg & US

- *Developed 2 reporting suites* for Adobe's flag ship products from scratch using Hadoop, Presto SQL, PowerBI and Jenkins.
- Improved the instrumentation process for product features by introducing AVO. This resulted in increased data quality and *reuduction of stale documentation to 0*.
- Reduced time to identify critical customer feedback *from multiple hours to a few minutes* by deploying Huggingface transformer based language models to classify user feedback.
- Automated multiple tedious workflows using PowerAutomate, REST APIs and Slack bots.

Adobe, Working Student
Jan 2017 - Mar 2020 · 3 yrs 3 mos, Hamburg & US

- Led a team of interns in automating weekly metrics reports aggregating data from multiple data sources. This saved analysts (tons of) hours of repetitive, manual work and served up to *300+ users daily* thereby *(still) ranking among the top 3 internal reports* at Adobe.
- Led a *6-month user research* project in the Seattle. Findings actually stopped ML teams from going down a costly path of building meaningless (or even harmful) ML features.

Internships

Had the chance to work with incredibly smart founders at *2 startups* as well as to work for a *large enterprise* before starting my career at Adobe. More details on LinkedIn.

Portfolio Projects

Title generator for arXiv research papers open-source · NLP community project ↗
We developed a NLP web application that generates titles from research papers using Huggingface transformers library, Amazon SageMaker and Tensorflow.

Semantic Similarity Search Engine ↗
Built a search engine just for fun using Huggingface transformers and pyTorch. It's basically a miniature google search that could be implemented into any web shop.

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

Academic Education

AI Professional Program
Stanford · 2021, on demand

M.S. Global Mgmt & Governance
HSBA · graduated 2020
Research Domains: Machine Learning & AI Ethics

B.S. Business Mgmt & Engineering
UHH | TUHH · graduated 2017

Skills

Data Analytics
Statistical Modeling & Hypthesis Testing
Machine Learning
Information Design
Stakeholder Management
Team Lead Experience
Scrum / Agile

Toolbox

Programming
Python · Jupyter
SQL · Hive · Presto · DAX
Bash · MS PowerShell · Git

Analytics & BI
MS PowerBI · Tableau · Splunk
Hadoop · SqlServer
Databricks · Adobe Analytics
Jenkins · PowerAutomate · Avo

Web & Design
HTML · CSS · REST API
Google Firebase · Webflow
Adobe Creative Suite
(xd, ps, id, lr, dw)
Miro · Figma

Certificates

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