Hello There!

FREDERIK NIESNER

Data-driven Creative

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Do not click here

EXPERIENCE

1yr 8mos
(current role)

Selected Projects

Adobe - Associate Data Scientist

Services Marketing Insights through Machine Learning

Leveraged statistical and ML methods to provide significant insights into license purchase behavior and loyalty of Adobe customers.

AB Test - Statistical Modeling - Regression - Stakeholder Management   </>

User Feedback Classification with NLP (+1 Project)

Developed a sentiment & topic classification system using pre-trained ML models that enables stakeholders to identify important feedback at a glance.

Transformers - Python - SQL - MS Power Automate - MS Power BI   </>

(Big) Data ETLs, Integrity and Governance

We provided analytics teams with autom. access to Hadoop data increasing data integrity & saving manual extraction efforts of ~1hr per day.

Python - SQL - MDX - Hadoop - Git - ETL - Stakeholder Management

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3yrs 3mos

Selected Projects

Adobe - Working Student

Machine Learning User Research   *to be published in 2022*

Lead a research project in US that delivered multiple insights on user needs for ML solutions in share & review features applied in the latest CC release.

User Research - User Experience - Product - Insights

Global Business Intelligence Platform

Lead a project for automation, visualization and standardization of key KPIs globally. We deployed an internal BI platform serving up to ~300 unique users daily while saving the company (countless) hours of repetitive work.

Stakeholder Management - Team Lead - MS Power BI - Hadoop - DAX

Adobe Analytics Implementaion Project

Worked as project manager for an Adobe Analytics implementation project turning vast streams of a retail customer's website data into insights.

Project Management - Customer-Facing - Web Analytics - Insights

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INTERSHIPS

5mos   Daimler

4mos   Go Jimmee! (startup)

2mos   Mobile Event Guide (startup)

ACADEMIC

3mos+   Stanford - Proffessional Program | Artificial Intelligence

graduated 2020   HSBA - Master of Science | Global Mgmt & Governance
Research Domains: Machine Learning & AI Ethics

graduated 2017   UHH | HAW | TUHH - Bachelor of Science | Business Mgmt & Engineering

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Portfolio

PROJECTS

NLP Web Application
Working on a natural language web application that will be deployed on huggingface spaces.
Amazon SageMaker - REST API - Tensorflow - Pytorch `</>`

Portfolio Website
Built my personal website for hosting any files and links worth sharing with recruiters, hiring managers and anyone else interested in connecting.
HTML - CSS - Google Firebase - Adobe InDesign `</>`

TOOLBOX
well, ok · ·· ··· proficient

I'm always excited to learn new tools that allow for simple, scalable and solid solutions. Here's what I was most successful with in the past:

Python - SQL - MDX - MS Power BI - Power Automate - Git ···

Hadoop - Hive - REST API ··

MS PowerShell - HTML - CSS - JavaScript ·

CERTIFICATES

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

More
About
Me

LANGUAGES

Talk to me in...

Deutsch	mother tongue
English	C2, mother tongue at work
Español	B1/2, intermediate - depending on vacation countries ;-)
Français	A1/2, elementary and my next big project for 2022.

CONTACT

Thanks for making it all the way through here.

Now ... if you're a hiring manager or recruiter at a disruptive tech company which embraces change and diversity while investing in its employees and communities.

Let's talk.