Hello There!

FREDERIK NIESNER

Data-driven Creative

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Abstract

PROFILE

Hi. I am a problem solver, coder, storyteller, trusted advisor, parent and data-driven creative ... all at the same time and always up for a new challenge to put my skills to the test.

I love working on digital, user-minded products and services with the credo of rapid development and breaking things fast in order to learn, improve and strive for excellent user experiences. Especially, with an awesome team around.

If you're a hiring manager at a disruptive tech company which embraces change and diversity while investing in its employees and communities. Let's talk.

More about

TALENTS

Key	Developing
Teamplayer	Emotional Intelligence
Communication & Strategy	Ethical Leadership
Data Wrangling & Analysis.	Team Lead Experience
Stakeholder Management	

SKILLS

well, ok • •• ••• daily practiced

Data

Critical Thinking	•••
Coding	••
Scientific Methods / Statistics	••
Machine Learning / Multivariate Calculus	••
System Architecture	•

Storytelling & Design		Project Management	
Persuasive Communication	•••	Team Work	•••
Information Design	••	Organization	•••
Presenting	••	Scrum / Agile	••

TOOLBOX

well, ok • •• ••• daily practiced

I don't put very much emphasis on the tools I use and rather head for simple, scalable and solid solutions. However, here's what I was most successful with in the past:

Python - Git - SQL - Bash - MS PowerShell	•••
MS PowerBI - MS Power Automate	•••
JIRA & Confluence	•••
Hadoop / MDX - Hive	••
HTML - CSS - JavaScript - Adobe InDesign	•
Firebase - Sensei (Adobe in-house ML framework)	•

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PROJECTS

Selected

+1 Project: Automated Feedback Classification with NLP - 2qtrs+

Built and deployed a Natural Language Processing application for automated classification of user feedback sentiment & topics enabling stakeholders to identify important feedback faster and more efficiently.

Python - SQL - MS Power Automate - MS Power BI - Transformers

Global Data Alliance & Automation - 1qtr

Lead data engineering projects to align analytics teams across Adobe DX on a single datasource increasing data integrity while replacing manual data extraction efforts of ~30min per day.

Python - SQL - MDX - Hadoop - Git - ETL

Statistical Modeling for DX Services Marketing - 1qtr

Leveraged straightforward statistical and ML methods such as covariance, logistic regression, etc. to provide statistically significant insights into DX customer license / solution purchase behavior and loyalty.

Python - Statistical Modeling - Stakeholder Management - Insights

Machine Learning User Research - 2qtrs

Lead a qualitative research project focusing on ML solutions for collaboration and review features. We delivered multiple insights on user behavior and needs influencing current CC product strategy.

User Research - User Experience - Product - Insights

Global Business Intelligence Platform - 3yrs

Lead a blank canvas project for automation, visualization and globalization of internal KPIs across 3 time-zones. We built a global self-service BI platform saving (countless) hours of weekly repeating work.

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

Adobe Analytics Implementaion Project - 2qtrs

Worked in a customer-facing role as project manager for implementing Adobe Analytics to turn vast streams of a retail customer's website data into actionable insights.

Project Management - Customer-Facing - Analytics - Insights

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.

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Professional

2017-Present

Adobe

Associate Data Scientist, Professional Services Analytics & Insights

Data Science Service Offering Lead & Trusted Advisor to the Business

04 | 2020 - Present   -   1yr+

Working Student, EMEA PRO

Business Intelligence & ML User Design Research

08 | 2018 - 03 | 2020   -   1yr 7mos

Working Student, Consulting Central

Adobe Analytics & Target Project Management

01 | 2017 - 07 | 2018   -   1yr 6mos

2012-2016

Internships

Daimler   -   5mos

Go Jimmee!   -   4mos

Mobile Event Guide   -   2mos

Academic

EDUCATION

Stanford

Professional Program
Artificial Intelligence
05 | 2021 - Present

HSBA

M.Sc. Student
Global Management & Governance
Research: Review Experience & Comment Classification
09 | 2018 - 03 | 2020

UHH | HAW | TUHH

B.Sc. Student
Business Management & Engineering
09 | 2012 - 05 | 2018