FREDERIK NIESNER

Data-driven Creative

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Do not click here

Professional Experience

Adobe, Data Scientist
2022-Present, Hamburg & US

As a Data Scientist on Adobe's Creative Cloud Web team I am working with cross functional teams to accelerate growth and measure success for Adobe's new beta product on the web.

- Regularly presenting performance metrics and user-centric insights to LT *up to VP level*. This drives feature prioritisation and beta product strategy decisions.
- We work on *machine learning* models that estimate key characteristics of target user profiles.
- We kicked off our in-house *experimentation* framework that was applied to multiple products. This helps LT see statistically significant changes in trends while eliminating noise in our data.
- We work 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
2020-2022, Hamburg & US

- Developed *reporting* suites for two Adobe products from scratch using Presto SQL, PowerBI and Jenkins.
- Partnered with engineering teams and product managers to establish a flawless *feature instrumentation* process and execute on it using AVO.
- Automated multiple manual, repetitive workflows using MS Power Automate and Slack bots.
- Deployed NLP models to automate user feedback classification.

Adobe, Working Student
2017-2020, Hamburg & US

- *Led a team of interns* in automating weekly metrics reports aggregating data from multiple data sources. This saved analysts hours of repetitive, manual work and served up to 300 users daily.
- Led a 6-month *user research* project in the U.S. to evaluate the impact of machine learning features on creatives' share and review processes.

Internships

Had the chance to work with incredibly smart founders at two 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 · on demand *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 · Google Colab
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