

## 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.
- Introduced an *experimentation* framework for multiple products which helps LT to focus only on *statistically significant trend* changes 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 *reduction 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 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 Seattle. Findings actually saved ML teams from going down a costly path of building ineffective (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 a miniature google search script that can be leveraged in 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*

