lukepersola@gmail.com
(484) 753-1453
San Francisco, CA

lukepersola.com
Persola
LukePersola

LUKE PERSOLA

Data Scientist · Engineer

EXPERIENCE

Data Science Fellow
Jan 2019 – Mar 2019

Metis
San Francisco

Biographical semantic search tool
When queried with a short phrase describing a well known person, this website tries to identify who the user is thinking of. The query is vectorized with GloVe and compared to text from Wikipedia articles identified as biographies. The results are displayed as a list ranked by cosine similarity and the prominence of the biography's subject.

Modeling topics from video product reviews
Reviews of films and TV shows available on Amazon Prime Video were divided by rating and the topics were extracted from each group through latent Dirichlet allocation, revealing what was occupying customers' minds when they either strongly liked or disliked a product.

Predicting court decision for government contractor misconduct [blog post]
A database of incidents of federal government contractor misconduct (violating law, regulation, etc.) was combined with information about lobbying firms to train a support vector classifier to predict the type of punishment incurred.

Software Engineer
Dec 2014 – Jan 2018

Demandbase
San Francisco

- Wrote ETLs in SQL which processed hundreds of thousands rows nightly to and from data warehousing services, MapReduce clusters, partner APIs, and caches in order to supply application APIs with data
- Built interactive plots to display up-to-date advertising metrics to clients
- Proposed and implemented changes to a Sidekiq instance (job queuing system) after recurring backups broke reporting in production
- Worked directly with users to redesign parts of an advertising campaign management system for their workflow, speeding up some tasks by an order of magnitude
- As a scrum master, led engineering teams in improving processes and developing standard practices

Software Engineer
Sept 2013 – Sept 2014

Perceptive Software
San Francisco

- Developed features across the stack (database, back end, front end) of a legacy video CMS
- Reimplemented system components as Ruby services with messaging through RabbitMQ

Web Developer (contract)
Aug 2013 – Nov 2013

Dui Hua Foundation via Iconcells, LLC
Remote

- Built detailed data entry tools used to track the legal status of political prisoners

EDUCATION & TRAINING

ScrumMaster Certification
2016

cPrime

The Pennsylvania State University
2012

Honors in Anthropology, Minors in Neuroscience and Japanese
Paterno Liberal Arts Undergraduate Fellow

TECHNOLOGIES

Python 3
NumPy
Pandas
scikit-learn
Matplotlib
seaborn
gensim
spaCy

shell
Git
AWS

SQL
MongoDB
Redis

Ruby
Rails
JavaScript
React
Redux
HTML
CSS