JACK SHIPWAY

HEAD OF DATA SCIENCE & ENGINEERING

jackshipway5@gmail.com

(+44) 7775330535

linkedin.com/jackshipway

Right to Work: UK, Australia

ABOUT

EDUCATION

University College London| 2012 → 2016
Master of Engineering (MEng):
Mathematics and Computer Science

Grade: 2.1 **Thesis:** Distinction

A solid grounding in computer science, software engineering, maths, and statistics enabled a seamless transition into machine learning and big data analytics.

My thesis explored centrality in dynamic networks of stock inflows, applying graphical ML techniques to predict whether defaults would cause ripple effects 20% more accurately than existing methods.

Larkmead School, Abingdon | 2005 → 2012

A-Levels: A* (Maths, Geography), A (Further Maths), B (Physics, Economics). *GCSE:* 6A*, 4A

SKILLS

Languages Python, SQL, LookML, javascript, MATLAB, Bash/Shell, YAML

DBs, Analytics & Modeling GCP, BigQuery, Snowflake, SQL Server, MongoDB, Looker, dbt, Databricks, DataRobot, Tableau, Tableau Prep

Tools Salesforce, Marketo, Google Analytics (UA, GA4), ETL (Snaplogic, Stitch), Git, Airflow/Cloud Composer, Docker, Jenkins, Jira, Confluence, Flask, Plotly/Dash

AI/ML Time-series forecasting (Prophet, TimeGPT, ARIMA), NLP and Topic-modelling (Huggingface, ..), Dynamic Network Analysis (networkx, gephi)

CERTIFICATIONS & AWARDS

- Ascential Elite Award 2020, 2021
- WGSN Star of the Month x2
- Looker, Tableau, DataRobot & Databricks Certified
- Numerous Salesforce Trailhead Badges

WGSN

HEAD OF DATA SCIENCE & ENGINEERING   Mar '24 → Present

Responsible for identifying and developing WGSN's AI initiatives to future-proof the business, including image recognition capabilities, time-series forecasting for Trendcurve+, content generation, labeling, and summarisation services, and initial forays into LLMs to query our own content and data. Responsible for proprietary data pipelines, image recognition technologies, and all business intelligence reporting.

- PoC developed that could significantly, Researching and prototyping use cases of x, y, z
- Prompt engineering, other tools, what did I achieve (not yet).. Image recognition
- Supervising others' management of busi, image recognition etc
- Design and facilitation of technical workshops to cater to senior VP and C-suite stakeholders
- Went from a manager of 4 to 6, and oversee the

DATA SCIENCE MANAGER   Mar '22 → Mar '24

I spearheaded strategic initiatives including migrating TC+ infrastructure to Databricks, implementing a DBT-first approach to financial reporting, while coaching and mentoring team members to foster growth and innovation., ultimately culminating in the sale of the business.

- Launched TC+, migrated ML models to Databricks, wrote this blog post about it, since generated £2.5m
- Deprecated AccessDB with a DBT-powered cloud-first reporting solution. Eliminated technical debt and collaborated across departments to provide new ways of exploring data lineage and documentation
- built first X, chatbot on our own docs?
- Sale of business, acquisitions, content optimisation...
- Host sprint planning and retros

SENIOR DATA SCIENTIST   May '21 → May '22

Designed WGSN's BI architecture from scratch, streamlining workflows and providing a single source of truth via DBT and Looker's semantic layer. This led to data-driven initiatives such as churn prediction/LTV, fraud identification, a recommendation engine to suggest better content for our subscribers, and self-serve analytics for 200+ users.

- Provisioned data marts combining engagement, sales, marketing and finance data
- ~~Suggested~~ KPIs to the business that are reported to shareholders monthly
- Experience dealing with PII and copyrighted data, XYZ
- Built a customer journey dashboard, leading to all-time high net renewal rate within 6 months of launch
- Monitoring and alerting system
- Transitioned from Kanban to sprints, optimised team capacity planning and workflow
- Second **Elite Award** win, went from a manager of 1 to 4

LEAD DATA SCIENTIST   Jan '20 → May '21

NLP work on proprietary data was a founding component of WGSN's first data science product - Trendcurve. I accepted an offer to work on that full-time, and have lead it to this day.

- First **Elite Award** win. Responsible for building pipelines of new data, including 10s of TBs of Search, Shelf and Image data, making it accessible and efficient to query (how accessible?)
- Built a churn model to identify clients most at risk, reach 90%+ retention rate.
- Gathered stakeholder requirements that led to .. ?
- Established a new taxonomy, graph based? Attributes/Styles etc
- Became a manager, Learnedins and outs of the fashion forecasting industry

ASCENTIAL

DATA SCIENTIST   May '17 → Jan '20

Joined Ascential as its first data scientist. Designed and productionised real-time analytics dashboards for Cannes Lions and Money 20/20 to optimise seminar attendance and satisfaction, leading to an NPS score +5 points higher than prior year. Oversaw due diligence behind acquiring 10+ companies, worked with newly-acquired businesses to transition them onto our tech stack

- Honed SQL and Python skills, became Tableau and Looker certified, rolled out Looker for reporting
- Underwent Salesforce and CRM training and shadowed business architecture teams
- A/B testing on campaign performance
- Built a sales deduplication tool generating significant upsell opportunities

UCL   **RESEARCH ASSISTANT**   Sep '16 → May '17

Applied networking techniques from my thesis to mobile phone usage in sub-Saharan Africa, with the hypothesis that aid can be distributed more effectively by predicting areas most in need using real-time mobile data instead of census data. Feature engineering was paramount; but so too was considering the topological nature of the data.