

# VERONIKA KRITSKAIA

Data Scientist

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## Education

### Tilburg University

*Bachelor of Science Cognitive Science and Artificial Intelligence*

Sep. 2019 – July 2022

*Tilburg, Netherlands*

## Relevant Coursework

- Advanced Programming
- SQL for Data Science
- Deep Learning
- Machine Learning
- Artificial Intelligence
- Statistics
- Calculus
- Linear Algebra

## Experience

### Decathlon Netherlands

*Data Scientist*

July 2023 – present

*Amsterdam, Netherlands*

- Developed and deployed AI-driven solutions to automate product quality assessment and optimize pricing strategies.
- Led data collection, model training, and deployment to ensure accuracy and scalability.
- Collaborated with domain experts to validate results and refine methodologies.
- Built an interactive interface to streamline expert feedback and stakeholder decision-making.
- Mentored junior team members and successfully replaced manual processes with AI-driven automation, improving efficiency and consistency.

### World of Content (Acquired by Productsup)

*Data Scientist*

Jan 2022 – July 2023

*'s-Hertogenbosch, Netherlands*

- Developed and implemented an AI-powered solution to automate the classification and extraction of product label content for various brands, significantly reducing manual effort and minimizing human error.
- Led the development of a robust data labeling pipeline and trained large language models (LLMs) to accurately classify text into predefined sections.
- Collaborated with cross-functional teams to present results and gather feedback for continuous improvement.
- Utilized a combination of OCR and computer vision models to extract product label information with high accuracy, demonstrating improved speed, robustness, and accuracy compared to manual methods.

## Projects

### Visual Product Assessment Tool | *Computer Vision, Python, MLFlow, Kubernetes, Docker, Streamlit*

Oct 2023

- Developed and deployed a computer vision solution to automate product quality assessment and support sustainability initiatives.
- Collected, labeled, and processed large datasets to train computer vision models.
- Worked closely with domain experts to refine models, validate performance, and improve training data.
- Mentored junior team members and enhanced assessment efficiency, accuracy, and consistency.

### Competitive Pricing Intelligence System | *Python, SQL, LLMs, Databricks, AWS*

July 2024

- Developed an AI-powered system to track competitive offerings and optimize internal product pricing strategies.
- Leveraged LLMs and trained models on technical specifications and visual features for high-precision matching.
- Built a Streamlit front-end to streamline expert feedback, enabling data-driven pricing decisions and improving market competitiveness.

## Technical Skills

**Languages:** Python, SQL, R

**ML & AI:** Machine Learning, Deep Learning, NLP, LLMs, Computer Vision

**Visualization Tools::** Tableau, Matplotlib, Seaborn, Streamlit

**Data & Cloud:** BigQuery, Databricks, AWS/GCP

**MLOps & Deployment:** MLflow, Docker, API development

## Extracurricular

### Research Intern

*Tilburg University*

June 2021 – Sep 2021

- Conducted research on episodic memory updating, focusing on the impact of visual stimuli congruence on perception.
- Processed and analyzed eye-tracking datasets using R. Conducted comprehensive literature reviews and summarized key findings to inform research direction.
- This research culminated in a co-authored paper: "Effect of stimuli congruency on gaze behavior and memory"