

Veronika Kritskaia

Data Scientist — Applied ML & AI

Utrecht, Netherlands

+31 6 14 46 81 64

v.kritskaya99@gmail.com

linkedin.com/in/veronika-kritskaia

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Summary

Data Scientist with 3+ years of experience delivering production-ready machine learning solutions in retail and e-commerce. Strong background in computer vision, NLP, and Forecasting, with hands-on ownership of model development, deployment, and MLOps pipelines across Databricks and AWS.

Key Impact

- Delivered AI-driven product quality assessment solutions, reducing manual review effort by **87%** and enabling scalable circular retail operations.
- Owned end-to-end ML pipelines from data ingestion to deployment, monitoring, and feedback loops.
- Built user-facing ML tools that accelerated model iteration and improved collaboration between data scientists and domain experts.

Experience

Decathlon Netherlands

Data Scientist

Jul 2023 – Present

Amsterdam, Netherlands

- Designed, deployed, and maintained computer vision models for automated product quality assessment in production.
- Implemented MLOps workflows using Databricks, MLflow, and AWS to ensure reproducibility and scalable deployment.
- Built a competitive price matching pipeline leveraging image embeddings and textual similarity to match in-house products with competitor assortments.
- Designed forecasting approaches for cold-start products with limited historical data to support demand planning and early performance estimation.
- Mentored junior data scientists through code reviews, workshops, and project guidance.
- Enhanced business workflows with custom LLM-powered Gemini Gems. Leveraged LLMs for image augmentation, improving computer vision model performance.

World of Content (Productsup)

Data Scientist

Jan 2022 – Jul 2023

's-Hertogenbosch, Netherlands

- Built AI-powered pipelines for product text classification and information extraction, reducing manual labeling effort.
- Fine-tuned language models for product content categorization, improving client onboarding and data quality.
- Integrated OCR and computer vision models to extract structured data from product labels.

Core Skills

Machine Learning: Computer Vision, NLP, LLMs, Clustering, Spark, Time Series, Forecasting

MLOps & Deployment: Databricks, MLflow, Docker, FastAPI

Data & Cloud: Python, SQL, R, AWS (S3, EC2), BigQuery

Visualization: Streamlit, Tableau, Matplotlib, Plotly

Education

B.Sc. Cognitive Science & Artificial Intelligence — Tilburg University

Bachelor thesis on AI-generated speech and learning outcomes in educational settings