

VERONIKA KRITSKAIA

Data Scientist

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Education

Tilburg University

Sep. 2019 – July 2022

Bachelor of Science: Cognitive Science and Artificial Intelligence

Tilburg, Netherlands

- **Bachelor thesis:** Designed and conducted a classroom-based study evaluating the impact of AI-generated voices on children's learning and recall. Compared multiple synthetic voices from a text-to-speech model against a human voice baseline by measuring comprehension through follow-up questions.
- This research culminated in a co-authored paper: "**Text-to-speech and virtual reality agents in primary school classroom environments**"

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

Experience

Decathlon Netherlands

July 2023 – present

Data Scientist

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)

Jan 2022 – July 2023

Data Scientist

'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.
- Trained large language models (LLMs) to accurately classify text into predefined categories.
- 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, demonstrating improved speed, robustness, and accuracy compared to manual methods.

Research Intern

June 2021 – Sep 2021

Tilburg University

Tilburg, Netherlands

- 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**"