

VERONIKA KRITSKAIA

☎ +31 6 14 46 81 64 ✉ v.kritskaya99@gmail.com  linkedin.com/in/veronika-kritskaia/

Summary

Data Scientist with 3+ years of experience delivering end-to-end machine learning solutions in retail and e-commerce. Skilled in computer vision, NLP, and large language models, with hands-on expertise in MLOps, deployment, and cloud platforms (AWS, GCP, Databricks).

Technical Skills

Programming & Data: Python, SQL, R

MLOps & Deployment: Databricks, MLflow, Docker, FastAPI

Visualization & BI: Tableau, Streamlit, Matplotlib, Seaborn

Cloud & Big Data: AWS (S3, EC2), GCP, BigQuery

Experience

Decathlon Netherlands

July 2023 – present

Data Scientist

Amsterdam, Netherlands

- Designed and deployed AI solutions for automated product quality assessment, saving **87% on FTE costs and manual review time**, contributing to the growth of the circular business model.
- Led the **end-to-end ML pipeline** using Databricks, AWS, and MLflow.
- Built an **interactive Streamlit interface** that streamlined expert feedback and accelerated refinement and model improvement process.
- Provided **hands-on mentorship** to junior data scientists through AI literacy workshops, project supervision, and technical reviews, ensuring high-quality delivery and adherence to best practices.
- Developed a **product matching solution** using LLM-based approach, to benchmark products against competitors, generating actionable insights for **strategic positioning and market understanding**.

World of Content (Acquired by Productsup)

Jan 2022 – July 2023

Data Scientist

's-Hertogenbosch, Netherlands

- Developed an **AI-powered classification and extraction pipeline** for product label content, significantly reducing manual labeling and minimizing error rates.
- Fine-tuned **large language models (LLMs)** to classify product text into predefined categories with high accuracy, directly improving product onboarding speed for clients.
- Integrated **OCR and computer vision models** to extract product label information, boosting robustness and speed compared to manual methods.

Research Intern

June 2021 – Sep 2021

Tilburg University

Tilburg, Netherlands

- Processed and analyzed eye-tracking datasets using R. Conducted comprehensive literature reviews and summarized key findings to inform research direction.
- Co-authored in a published paper: **"Effect of stimuli congruency on gaze behavior and memory"**

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 that evaluated the impact of AI-generated voices on children's learning and recall.
- Co-authored in a published paper: **"Text-to-speech and virtual reality agents in primary school classroom environments"**