Adi Srikanth

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WORK EXPERIENCE

Data Scientist   **06/2023 - Present**
Terakeet
- Categorized search terms via custom Large Language Model that saved over 200 employee hours; model adoption was expedited due to its value and flexible deployment architecture (AWS, Serverless)
- Scored written content based on projected SEO outcomes through a real-time web app, processing over 25 articles per minute; this feature has unlocked new service offerings now in client pitches
- Redesigned model deployment infrastructure to reduce related cloud costs by 75% using serverless endpoints in AWS; devised customized workarounds to overcome built-in limitations of endpoint
- Mentor less-experienced engineers by offering code reviews, debugging help, and technical advice

Data Scientist   **05/2022 - 06/2023**
Nike
- Provided personalized product recommendations to users based on search data and web activity, reducing churn by 2% and adding $8M in revenue; findings stemmed from causal inference model
- Powered new marketing effort tied to $26M in revenue with real-time, stable customer preference metrics generated by deploying data pipeline with revamped metrics robust to data sparsity
- Implemented guardrails to ensure user privacy and general adherence to company AI safety policies

Research Fellow   **09/2022 - 12/2022**
Zillow Group
- Fine-tuned state-of-the-art embeddings from OpenAI LLM (CLIP) to fit Zillow data using graph-based Deep Learning; resulting embeddings better represented data per a validation classification task
- Developed multimodal knowledge graph by applying tuned embeddings to both images and text in the same graph; added scaling functionality to ingest additional data without retraining the full graph

Data Analyst   **01/2023 - 07/2023**
True Fit
- Led Algorithmic Safety and Bias Team, correcting emergent prediction bias found in gap analysis by updating weak learning model with more robust version fueled by expert-labeled training data
- Identified groups of clothing brands with similar sizing scales by transforming customer purchase data into undirected graph and implementing link analysis algorithm to infer size similarity

Data Engineer   **08/2019 - 01/2021**
CapTech Ventures
- Enabled access to client data against sub-second latency requirements by developing reliable APIs to fuse data from disparate sources into Azure DB; validated real-time performance via simulation
- Sold image retrieval feature to client after developing siamese neural network prototype as R&D

PROJECTS
- Validating BERT Text Embeddings using a Neural Classifier (Transformers, PyTorch)
- Optimizing Chess Strategy using a Recommender System (Matrix Factorization, PyTorch)

SKILLS
- Python, PyTorch, Tensorflow, Spark, SQL, AWS, Sagemaker, Databricks, Docker, CUDA/GPU, Git
- AI/ML, Deep Learning, Distributed Computing, A/B Testing, NLP/LLMs, AI Fairness, Data at Scale

EDUCATION

M.S. Data Science   **05/2023**
New York University

B.A. Computer Science and Statistics   **05/2019**
University of Virginia