Alex Matrajt Frid

amatrajtfrid@ucsd.edu | La Jolla, CA | www.linkedin.com/in/alexmatrajt | website: alexmatrajt.github.io

EDUCATION

University of California San Diego's Rady School of Management   **La Jolla, CA**
Master of Science in Business Analytics   July 2025 — Present

University of Michigan   **Ann Arbor, MI**
Bachelor of Science in Data Science (GPA: 3.7/4.0) and Mandarin Chinese (minor)   Aug 2021 — May 2025
- Coursework: Database Management Systems, Intro to Machine Learning, Intro to Statistical Computing, Applied Regression Analysis, Conversational AI, Data Structures and Algorithms, Needs Assessment and Usability Evaluation
- Study Abroad: Germany - Corporate Strategy in the Chinese Context, Spain - Engineering Statistics, Sustainable Development

PROFESSIONAL AND RESEARCH EXPERIENCE

Datamazelab   **Ann Arbor, MI**
Independent Researcher   Aug 2024 — Apr 2025
- Developed GPT-4 pipeline to extract causal links between business risks and key performance indicators (KPIs) from SEC 10-Q "Risks" sections, uncovering how specific threats affect financial metrics for major social media companies
- Designed structured prompts with strategic formatting and examples to guide model attention and improve output consistency
- Created network and time-series visualizations highlighting shifts in business priorities and most impacted KPIs over time

Penta Labs - Sports Data Science Consulting   **Mexico City, Mexico**
Soccer Data Analytics Intern   Aug 2024
- Developed Voronoi-based algorithm to analyze 5,000+ match events, mapping player influence zones and optimizing space exploitation during pressing events
- Delivered heatmaps and charts to top Mexican club, revealing defensive weaknesses and informing offensive strategy

Rem on Campus Consulting   **Ann Arbor, MI**
Strategist   Sept 2022 — Dec 2022
- Provided inventory tracking improvements for Colores Mexicanos, Mexican artisan goods retailer on Michigan Avenue, Chicago
- Developed TikTok content strategy and designed newsletter mock-up to enhance brand visibility and drive e-commerce growth
- Presented final recommendations to owner, supported by visuals outlining key insights and implementation steps

CLUB AND ACADEMIC EXPERIENCE

CaloriQ   **Ann Arbor, MI**
Database and AI Team Lead   Jan 2025 — Apr 2025
- Designed prompts for DeepSeek R1 using prompt engineering to generate personalized weekly meal and workout plans for users
- Built PostgreSQL database to store user data, integrated with DeepSeek's API for automated plan generation
- Created an empathetic support chatbot to answer questions and help users manage guilt or anxiety related to their fitness journey

Michigan Data Science Team   **Ann Arbor, MI**
Data Scientist   Jan 2024 — May 2024
- Performed in-depth EDA on University of Michigan's Rate My Professor dataset using Python Pandas, uncovering key trends
- Analyzed thousands of professor reviews using Python NLTK to assess sentiment patterns in student feedback
- Presented findings to 100+ attendees using custom-built interactive Streamlit app to explore student sentiment across courses

Other Projects

Dog Breed Classifier (Convolutional Neural Network), Predicting Survival in the ICU (Logistic Regression Classifier), Predicting Customer Churn with Tree-Based Models, Friend-Making App UX Research Study

SKILLS

Programing: Python (Pandas, Numpy, Matplotlib, Networkx, Pytorch, Scikit-learn) | R (Tidyverse, dplyr, ggplot2) | SQL | C++
Databases & Analytics: PostgreSQL | SQLite | JDBC | Data Cleaning | Exploratory Data Analysis | Regex
Machine Learning & AI: Regression | Classification | Clustering | Neural Networks | Decision Trees | Random Forests | XGBoost | SHAP | Hyperparameter Tuning | Transfer Learning | Computer Vision | Prompt Engineering | Fine-Tuning | DSPy | API Integration
Tools & Environments: GitHub | VSCode | Jupyter | RStudio | Excel | Figma | Canva
Languages: Spanish (Native) | English (Fluent) | Mandarin (Advanced)