



Alex Truesdale

Development ■ Design ■ Data

www.alextruesdale.net

Education

Humboldt-Universität zu Berlin

Berlin, Berlin | Germany

School of Business & Economics – Oct. 2018 to Current
M.Sc. Wirtschaftsinformatik (Business Informatics)

University of Colorado, Boulder

Boulder, CO | United States

Leeds School of Business – Graduated Dec. 2017

B.Sc. Double-Emphasis | Marketing & Information Mgmt.

ATLAS School of Design – Completed May 2016

Certificate | Technology, Arts & Media

Semester Abroad – Spring / Summer 2014

University of Wollongong, NSW, Australia

Projects

Berlin Property Social Analysis </>

Technologies: *Python, Pandas, MongoDB, HTML, JS*

Constructed class-based data pipeline for extraction and storage of data from multiple sources (APIs / Web scraping) to be used in price-effect correlation analysis.

Clothing Returns Prediction </>

Technologies: *Python, Pandas, scikit-learn, XGBoost*

Applied cost-sensitive, machine learning classification of online retail returns following extensive data cleaning and feature engineering for preparation of raw data.

Language & Computer

English native speaker

German proficient (B2 / C1)

Design & Front-End

Javascript competent

HTML / CSS (SCSS) proficient

Liquid (Templating) competent

Programming & Data Mgmt

Python proficient

SQL competent

MongoDB competent

Workflow & Version Control

Git competent

Jekyll competent

Gulp advanced beginner

Experience

Engineering Research Assistant

Leeds Natural Language Processing Lab Sep. 2017 – Aug. 2018

Boulder, CO | United States

Iterative creation of a suite of Python tools to operate upon a large set of scanned microfiche documents (Moody's investment docs; 1920s to '90s) and OCR scanning output of those images.

- ◆ Developed object-oriented image and text processing algorithms to:
 1. Dynamically correct for image scanning errors (rotation, cropping)
 2. Manually zone text and tables using OCR XML and text output
 3. Organise and analyse unstructured / error-prone OCR text output
- ◆ Remotely managed production jobs, input files, and final output on the university computing cluster via SSH and Slurm

Data Science Research Assistant

CU Boulder - Leeds School of Business May 2017 – Sep. 2018

Boulder, CO | United States

Partnered with Dr. Kai Larsen in producing a publication on automated machine learning as an application / product (DataRobot).

- ◆ Edited entirety of book text for content and copy refinement
- ◆ Prepared open-source Kaggle datasets as case studies
- ◆ Wrote case briefs and walkthroughs for readers

Digital Marketing & Web Development Intern

LogRhythm, inc. Feb. 2017 – June 2017

Boulder, CO | United States

Part of a small digital team responsible for website administration and scalable site architecture with input from other internal business units.

- ◆ Web dev. technologies used: HTML, CSS (SCSS), Jekyll, Liquid, Git
- ◆ Managed workflow in Trello and weekly, cross-functional stand-ups

Digital Marketing & Project Management Intern

ctrl QS GmbH May 2016 – Dec. 2016

Berlin, Berlin | Germany

Member of an international, multi-lingual team managing global digital marketing operations for NIVEA brands. Tasks focused on project management and client brand stewardship across 30+ markets globally.

Personal Data

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