Alex Truesdale

Development ▪ Design ▪ Analytics

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
◆ Performed web analytics and tracking in Google Analytics / Tag Manager
◆ Managed workflow in Trello and weekly, cross-functional Scrum 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.

◆ Provided internal client support for digital marketing systems world-wide
◆ Facilitated project mgmt. communications, aligning multiple stake-holders (corporate client & partner agencies) for high-budget projects.

Education

Humboldt-Universität zu Berlin

Berlin, Berlin | Germany

Interdisciplinary | Business & Informatics – 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

Language & Computer

English native speaker
German intermediate (B2)

Design & Front-End
Adobe Photoshop / Illustrator proficient
HTML / CSS (SCSS & Flexbox) proficient
Javascript competent
Liquid (Templating Language) competent

Programming & Data Analysis
Python competent
SQL competent

Workflow & Version Control
Git competent
Jekyll competent
Gulp advanced beginner

Personal Data

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