



M. Ali Sadiq

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ABOUT ME

Data Scientist and AI Engineer with a proven track record of delivering results in the dynamic E-commerce industry and DS Consultancy. Adept at leveraging advanced analytics and machine learning to drive data-driven insights and optimize business strategies. With over **3 years of industry experience** and **5 years of freelance AI work**, successfully **completed more than 250 projects**. Seeking a Mid-Senior Level Data Science position to apply my expertise, contribute to innovative projects, and make a tangible impact on organizational success.

WORK EXPERIENCE

09/2022 – 07/2023

DATA SCIENTIST DARAZ (ALIBABA) | KARACHI, PAKISTAN

- Optimized the search experience of [Daraz](#) E-commerce App as a part of the Regional DS - Search team
- As the sole owner of Query Rewrite, optimized the algorithms to increase **Search CR by 7.5+%**
- Trained Large Language Models(LLMs) using LangChain, GPT, and Vector Databases.
- **Developed high-end NLP models** and search algorithms using Alibaba's Max compute, Hadoop, and Hive/SQL infrastructure.
- Designed and implemented a new Data pipeline for search resulting in a 50% reduction in code redundancy.
- Created new policies for the 250+ member SearchOps team and increased KPIs and CR by 2.5%.

08/2021 – 09/2022

DATA SCIENTIST ADDO AI | LAHORE, PAKISTAN

- Worked with several Addo's consultancy clients on multiple use cases like **Chatbots, prediction models, and Computer Vision** based "Workforce Management Analytics".
- Trained and Deployed multiple **End-to-end Machine Learning pipelines** using Pyspark, Containers, and best **MLOps** practices
- Due to exceptional communication skills, I was included in the presales team, creating and presenting Pitch decks to onboard potential clients.
- Worked on [ADDU](#) AI's new Annotation product "[Digniti](#)" as a **Machine Learning Lead**. The annotation tool annotates textual and media data using AI to reduce manual effort.
- Some notable organizations I worked with include [Schneider](#), [Mercy Healthcare US](#), [Telenor](#)

04/2021 – 07/2021

BUSINESS ANALYST CLARY ICON / ONESCREEN | ISLAMABAD, PAKISTAN

- Worked as a Business Analyst and QA with the Sales and Marketing team in Clary / [OneScreen](#).
- The analytics helped increase the annual revenue by 177% (\$1.3million to \$2.3million)

03/2022 – CURRENT

CEO AND CO-FOUNDER SKETRIC | ISLAMABAD, PAKISTAN

- Started a venture to offer services under a brand name, and ended up having a team of 7 employees.
- Completed around 50 Data Science, Technical writing, and Development projects.
- Opened an Ecommerce store selling printed goods. ([Store Link](#))
- Recently developed my own product "AiDitor"; a mobile app to generate AI images from text, images, and sketches using **Generative AI**. Built on **Flutter, Python, and Stable Diffusion, hosted on AWS**.

07/2020 – 09/2020

PROJECT TRAINEE AFINITI.AI | ISLAMABAD, PAKISTAN

- Improved software reliability through meticulous black box testing of AI-based call center software.
- Gained valuable insights into project operations and methodologies through active seminar participation.

06/2019 – 08/2019

RESEARCH INTERN TUKL RESEARCH LAB, SEecs - NUST | ISLAMABAD, PAKISTAN

- Implemented Kaldi scripts on Linux, enabling efficient ASR experimentation, resulting in improved accuracy and performance.
- Expanded knowledge in NLP through lectures, gaining a comprehensive understanding of key concepts and methodologies.

2018 – CURRENT

FREELANCER FIVERR AND UPWORK

250+ Completed Projects. Top rated and Level 2 Seller actively working in the fields of:

- Data Science | Machine Learning and AI | Computer Vision | Image processing | Python programming | Blogs/Articles

Fiverr profile - <https://www.fiverr.com/alisadiq99>

● EDUCATION AND TRAINING

17/10/2022 – CURRENT Germany

MASTERS IN DATA SCIENCE Friedrich-Alexander-Universität Erlangen-Nürnberg

Website <https://www.fau.de/>

07/09/2017 – 30/06/2021 Islamabad, Pakistan

BACHELOR IN COMPUTER SCIENCE National University of Sciences and Technology (NUST) - SEecs

Website <https://nust.edu.pk/>

● DIGITAL SKILLS

Maching Learning and Deep Learning | Computer Vision | Natural Language Processing | Generative AI

Programming Languages

Python | SQL | C++ | Bootstrap3/4 | React.js | Java (OOP) | HTML, CSS & Javascript | Python Flask (intermediate)

Frameworks and Libraries

PyTorch | Tensorflow | Keras | Numpy | Stable Diffusion | Scikit-Learn | OpenCV | Pandas | Hadoop/PySpark | Seaborn | Matplotlib

Tools

Jupyter Notebooks | Platform : AWS Cloud | Git | VS CODE | Google colab | JIRA - Intermediate level | Azure Cloud | Tableau Software | Devops: Docker, Jenkins | Databricks | Kubernetes

● ADDITIONAL INFORMATION

PROJECTS

250+ AI Projects

1. Machine Learning Lead - Digniti Annotation Software
2. Computer Vision Engineer at SiteTrax - AI-based intermodal app
3. Computer Vision Engineer at VergoAI - AI-based pose estimation and injury risk calculation
4. Hand Gesture Recognition for controlling the desktop
5. AiDitor - Flutter-based app for Generative AI images.
6. DroneAI - Traffic Management and Analytics using Live drone footage and YOLOv8
7. Aesthetic AI Image filters using Generative Adversarial Networks (GANs)
8. Covid-19 exploratory data analysis and future predictions using Predictive Models (LSTM, ARIMA)
9. Anti-spoof Security System Model using Facial Recognition with high accuracy and Mask Detection
10. ID Card detection (YOLO), segmentation, and information extraction using image processing and OCR

Certifications

Deep Learning Specialization - [Deeplearning.ai](https://www.deeplearning.ai)

IBM Data Science Specialization - [IBM](https://www.ibm.com/learning)

Full-Stack Web Development with React Specialization - [Hong Kong National University](https://www.hongkongnational.edu.hk)