Bryan Elvis Kerster

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Experience

INSIGHT DATA SCIENCE FELLOWSHIP | MAY 2016-PRESENT

- Gave OneSignal the ability to estimate value of their data in order to more accurately price it to sell to marketing firms
- Generated a measure of user value from a 1.5 TB dataset using python and PostgreSQL to serve as a target for modeling the value of various data features
- Identified behaviors and usage features most predictive of lifetime value so OneSignal can offer more diverse products based on features that will be associated with value for advertisers
- Delivered a tool to predict customer value utilizing random forest classification

GRADUATE RESEARCHER | UC MERCED | AUGUST 2010-MAY 2016

- Used experimental methods and computational modeling to make new discoveries about human search including foraging and cognitive search (such as memory and visual search)
- Designed and coded experiments using tools which include eye-trackers, motion trackers, and Amazon Mechanical Turk with up to 2000 participants to generate data about human search behaviors
- Experience modeling and analyzing data using linear and non-linear statistical methods to classify and make inferences on heavy-tailed (power-law) data
- Analyzed the accuracy and characteristics of spiking neural network models in order to maximize performance and better understand properties of human neural behavior
- Created, organized, and ran a university wide workshop titled “Python for Data Analysis” to provide 35 graduate students the skills to analyze their data using modern tools

DATA SCIENCE FELLOW | KOOSTAMA| JUNE 2014-JANUARY 2015

- Identified key features in a social network activity database which correlate with maximum returns on investment so client companies could maximize their value from social network marketing
- Built additional features from text data using cognitive science and information theory so text could be represented as numeric features for machine learning and data analysis
- Generated machine learning and statistical models to predict the quality of social network activity in terms of the probability of generating website activity and sales
- Provided a web front-end for clients to test their social network messages prior to public posting

UNDERGRADUATE RESEARCHER | UC MERCED | AUGUST 2009-JULY 2010

- Ran eye tracking experiments that were used to characterize temporal and distributional patterns of eye movements across contexts
- Transcribed audio data, and wrote tools to automate audio parsing used to determine coordination in memory recall between 2 people

Education

- PhD in Cognitive & Information Sciences, University of California, Merced | 2016
- B.S. & B.A. in Cognitive Science & Psychology, University of California, Merced | 2009

Skills & Abilities

- **Languages**: Python, Matlab, ActionScript3, C#, and SQL
- **Tools:** Flask, Numpy, Pandas, matplotlib, scikit-learn, bokeh