Ioannis **Mesionis**

MACHINE LEARNING ENGINEER

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"If you torture the data long enough, it will confess to anything." - Ronald Coase

Summary

Machine Learning Engineer with a mathematical mindset interested in predictive modelling and personalisation. Inspired by exploring new data, looking beyond what is visible and explaining patterns and behaviours to make data-driven decisions under uncertainty. Interested in a hands-on position that will enable me to make data useful through the development and deployment of impactful data products.

Skills

Programming	Python (pandas, numpy, matplotlib, scikit-learn), R (tidyverse, shiny, caret, ggplot2), SQL (Hive/Impala), PySpark
Machine Learning	Regression, Classification, Clustering, XGB, Regularization, Dimensionality Reduction, Recommender Systems
MLops	VertexAI, CI/CD, Docker, Version Control (Git) GitHub Actions, MLFlow, Unit-testing (TDD), Model & Data Drift, Prefect
Tooling	GitLab, GitHub, Databricks, GCP, Confluence, Jira, Agile (Scrum & Kanban), Lucidchart, LaTeX, MS Office

Work Experience

King (Microsoft Gaming Studios)

London, United Kingdom

SENIOR AI/ML ENGINEER — *May 2024 - Present*

- **ML Lead:** Developed and deployed in VertexAI deep learning models to predict long-term customer value (LTV), used as a KPI to measure the impact of player-facing interventions in Candy Crush.
- **Personalisation:** Built and productionised a LightGBM ML system to dynamically adjust difficulty in the "Friends Challenge" feature. Used the Expected Value framework to maximise impact, driving measurable uplifts in engagement and revenue through A/B testing.
- **Research:** Led innovation in supervised ML and explainable AI, including contextual-awareness recommender systems and counterfactual explanations to improve transparency and trust.

EasyJet

Luton, United Kingdom

LEAD DATA SCIENTIST — *Oct. 2021 - May 2024*

- **Team Leadership:** Managed cross-functional teams of data scientists and engineers within the 'Momentum' data program, delivering projects that generated over £20M in incremental revenue through data-driven innovation across Digital, Customer, and Marketing.
- **Innovation:** Pioneered the development of easyJet's MLOps capability and the establishment of the Research & Innovation backlog, providing essential guidance and support for the successful deployment of machine learning models across the organization while enabling the rapid translation of R&D innovations into cutting-edge AI products that deliver outstanding business value.
- **Stakeholder Management:** Established a highly effective product roadmap through close collaboration with business stakeholders of the Marketing and Digital department, resulting in a forecasted revenue of over £7 million per year.

EasyJet

Luton, United Kingdom

SENIOR DATA SCIENTIST — *Aug. 2020 - Oct. 2021*

- **Technical Lead:** Led the end-to-end development of several machine learning projects in Python that generated £3.7 million in revenue during the crucial COVID-19 period, working as a technical lead utilising scrum and kanban methodologies.
- **Machine Learning Governance:** Implemented ML engineering best practices, including test-driven development, CI/CD, and post-deployment monitoring within the Data Science & Analytics team, enhancing the efficiency, reliability, and stability of easyJet's machine learning systems.

EasyJet

Luton, United Kingdom

DATA SCIENTIST — *Apr. 2019 - Aug. 2020*

- **Survival Analysis:** Developed a PoC model using survival analysis to estimate various 'events' of interest, including a customer's lifetime within easyJet, used for customer retention.
- **Web-scraping:** Developed a Python web-scraping script leveraging libraries such as "beautifulSoup" and "selenium" to capture publicly available data feeds crucial for identifying causes of flight delays.

Education

Quantic Business School

Remote

EXECUTIVE MBA — *Aug. 2025 - Present*

- Accepted into the Class of 2026 Executive MBA program at Quantic School of Business and Technology with a merit-based scholarship.
- Attending a rigorous, mobile-first curriculum focused on strategic leadership, data-driven decision-making, and global business, through interactive modules and collaborative, real-world projects designed for experienced professionals.

University of Essex

Colchester, United Kingdom

M.SC. DATA SCIENCE *(distinction)*

Oct. 2017 - Sep. 2018

- Partnership with Profusion Ltd, a London-based Data Science Consultancy, to develop impactful data products as part of the University projects.
- University of the Year at the Times Higher Education (THE) Awards 2018.

University of Ioannina

Ioannina, Greece

B.SC. MATHEMATICS

Oct. 2010 - Jul. 2015

- Belonging to the 7.3% of the first graduates of my class.
- Extensive background in IT subjects.

Projects

Pay Per Click (PPC) Optimisation

RULE-BASED MODELLING

- The project's objective was to maximise the amount of GBP spent on PPC advertising by identifying and optimising PPC campaign activation based on ad performance. The PPC initiative increased revenue by £7 million by redirecting marketing funds formerly spent on ineffective PPC flights (flights at capacity) to profitable PPC ads (available seats).

Customer Micro-Segmentation

PRINCIPAL COMPONENT ANALYSIS (PCA), K-MEANS, DECISION TREES

- The purpose of the project was to harness the power of unsupervised learning using principal component analysis (PCA) and the K-means algorithm to identify the underlying groups of people that comprise EasyJet's clientele. The insights enabled EasyJet to capture early signs of recovery of groups due to COVID-19 and define the necessary actions to increase the number of bookings through marketing campaigns.

Customer Loyalty - KPI

SURVIVAL ANALYSIS (KAPLAN MEIER CURVES)

- The customer loyalty project's goal was to create a framework for assessing the effectiveness of EasyJet's loyalty program. As an extension, the suggested approach could be applied as a KPI to assess how various events affect EasyJet's customers (e.g. marketing campaigns, disruption, etc.). The modelling process used survival analysis to predict the timing of an important "event" so that proactive measures could be taken.

Predictive Modelling for Children Entering Care (Internship Project)

(LASSO & RIDGE) LOGISTIC REGRESSION, RANDOM FOREST, SUPPORT VECTOR MACHINES (SVM), ROC-CURVES, AUC

- As a Research Analyst, I was in charge of creating an end-to-end predictive model to identify children being abused in their parental environment. I was able to build machine learning models such as lasso logistic regression, group lasso logistic regression, random forest, and support vector machines (SVM) using the R language to better direct Council social workers in the early identification of children in need.

Certifications

2023	**MLOps Zoomcamp**	*DataTalksClub*
2023	**Machine Learning Engineering for Production (Specialisation)**	*Coursera*
2022	**Machine Learning with Imbalanced Datasets**	*Udemy*
2021	**A/B Testing - Google**	*Udacity*
2020	**Introduction to TensorFlow for Artificial Intelligence, Machine Learning, and Deep Learning**	*Udemy*
2020	**Statistical Inference**	*Coursera*
2019	**Feature Engineering & Feature Selection for Machine Learning**	*Udemy*

Achievements

MLOps Summit London - Guest Speaker

- Delivered a presentation titled "Data Science Operations Model - From Ideation to Scaled Product Delivery" to Data Science leaders at the MLOps Summit annual conference in London.

AI Summit London Hackathon - easyJet Masterclass

- Delivered a masterclass titled "An Introduction to Data and Model Drift for Deployed Models" to attendees of the AI Summit London annual conference.

Just It - Apprenticeship/Bootcamp - Guest Speaker

- Provided training and mentoring to apprentices in the JustIT program with a presentation titled "Data Science & Data Analytics: Business Applications & Core Skills."