James Aaron Ellis

Work Experience

Loeb Enterprises

Data Scientist   Dec 2017 to present

Created all customer-facing visuals and helped define the database structure for 3x3 Insights, a mid-stage start-up bringing light to the independent liquor market. I worked directly with all shareholders in our small company, educated our sales team, pitched to clients, and steered the direction of the analytics for the company. Generate business value and deliverable insight by modeling sales performance and identifying buying trends at multiple levels of product and store aggregation. Methods I've used recently: DBSCAN, Gaussian Mixture Models, KNN for clustering, ARIMA and FB Prophet for sales prediction; Markov Chains and classification/regression models for user churn.

- Python: pandas, scikit-learn, numpy, scipy, jupyter
- Microsoft Power BI, Redshift/Azure
- Microsoft SQL for database creation/management

STATS

Software Engineer   Oct 2015 to Dec 2017

Built internal websites, report ingestion tools, and monitoring reports. Developed client-facing API endpoints and helped build an internal API. On-call shifts: fixing any erroneous deliveries from 6p-6a for clients like Google, Microsoft, Apple. Full-stack responsibilities that included database work, MVC frameworks, and front-end development.

- Oracle SQL, C#/.NET, Visual Studio, Angular

Data Analyst   Mar 2015 to Oct 2015

Wrote and maintained queries in Oracle SQL for NBA and NFL teams. Interacted directly with clients to build reports. Created content for marketing department and company blog.

Kenna Security

UX Consultant   2015

Analyzed web traffic and quantified user interactions. Used AWS S3, SalesForce, and Kissmetrics APIs to stream and analyze user behavior. Created interactive visualizations for sales and marketing. Worked remotely and kept constant communication with Chief Data Scientist and Product Marketing Manager.

Mozilla

Quantitative UX Research Intern   2013

Used click-level events from a two-thousand participant study to create a story about tab and window usage. (One of Mozilla's largest studies.) Tracked 1.5 million individual tabs over a three-week period. Presented results in a company-wide broadcast.

Graduate Student Researcher   2012 - 2015

Neuroscience and Robotics Laboratory

Modeling of neural signals from the brain related to sensorimotor perception. This involved decomposing the electrical signal arising from brainstem neurons and correlating it with mechanical variables imposed by external stimuli.

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Who I Am and What I do

I'm a trained neuroscientist who fell in love with the world of analytics and technology, prompting an early exit from my doctoral studies. I live to make stories out of data, to find their hidden meaning, and to deliver this message to any audience.

Education

Master of Science   *Northwestern University*

NEUROSCIENCE

Bachelor of Arts   *Franklin and Marshall College*

BIOLOGICAL FOUNDATIONS OF BEHAVIOR

Technical Skills

▪▪▪▪▪	SQL, PowerBI, Python, Git, Python, C#/.NET
▪▪▪▪ıı	Angular, Django, JavaScript, Tableau
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Communication Skills

Hackathons	Re-designing American Cities
	  I led my team in creating an app (in 24hrs)
	  that was awarded a finalist's position

	PBS: POV Hackathon 9
	  I designed the navigation segment of our
	  Participant's Choice Award-winning site

Posters	Cognitive Neuroscience Society Biological Psychiatry Conference Society for Neuroscience

Selected Publications

MN Pavuluri, **JA Ellis**, E Wegbreit, AM Passarotti, MC Stevens (2012) Pharmacotherapy impacts functional connectivity among affective circuits during response inhibition in pediatric mania *Behavioural Brain Research*

E Wegbreit, **JA Ellis**, A Nandam, JM Fitzgerald, AM Passarotti, MN Pavuluri, MC Stevens. (2012) Amygdala functional connectivity predicts pharmacotherapy outcome in pediatric bipolar disorder. *Brain Connectivity*

Complete list of publications: Google Scholar page

Work Experience (cont'd)

Google

UX Research Assistant   2012

I joined the Google [x] User Research team at a pivotal time for Project Glass. The product was slated for shipment to developers in a matter of months and the user interface (UI) needed a fundamental redesign. I conducted benchmark studies of Project Glass, and a separate comparison of multiple UIs that led to a decision on the primary User Interface and general design improvements. Independently: conducted a week-long benchmark of two Android OS versions to compare with task performance on Project Glass UIs.