

Luke Blommesteyn

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EDUCATION

University of Western Ontario

BESc. in Software Engineering (CGPA 3.9/4.0)

London, ON

Graduation Date: May 2026

- Awards: Thompson Innovation Award, Top 4/150: Ivey Case Competition, 3rd: ITE Joint Student Research Competition

Stanford University

Palo Alto, California

Machine Learning Specialization Certificate

June 2024

- Coursework: Supervised Learning, Unsupervised Learning, Pytorch, Sci-kit learn, Tensorflow, Recommendation Systems

EXPERIENCE

Beats By Dr. Dre, Remote, U.S.A.

July 2024 - August 2024

Data Science & Strategy Extern - Consumer Insights

- Led consumer trends research on Gen Z behaviors, analyzing data from **800+** surveys and conducting 15 in-depth interviews to identify key purchasing drivers and provide actionable marketing insights.
- Performed EDA with Python and SQL, identifying **15** trends and creating predictive models for strategic product insights.
- Presented insights to senior stakeholders, enhancing decision-making and projecting a **7%** increase in marketing ROI.

Royal Bank of Canada, Toronto, ON, Canada

May 2024 - August 2024

Software Developer Intern - Amplify Incubator

- Led iterative design process for a team of 4, building out **150+ screens** in Figma over **5 iterations** to validate user flows, enhance usability, and ensure alignment with user needs and business goals.
- Built a **multiplatform app** in Kotlin Multiplatform, Jetpack Compose and SwiftUI reducing development time by **40%**.
- Applied data science techniques to **segment consumer data, develop personas, and support insightful user interviews** for refined product development and a targeted marketing strategy.
- Built a Gen-AI powered financial advisor using OpenAI API, LangChain, and Chroma DB, improving CaC by **20%**.

Ivey Business School, London, ON, Canada

March 2023 - June 2024

Research Assistant - Innovation North Lab

- Aligned project goals, technical criteria, and rollout of classification models with LLMs including **GPT-3** and **LLaMa2**.
- Deployed a Reinforcement Learning app with AWS Lambda, processing **4,000+** predictions and inputs from 5 researchers.
- Engineered a Python voting ensemble method and ontology approach, incorporating **LoRA techniques** and training over **10 models**, significantly boosting training speed by **50%** and **resulting in a 89% F-score** on best performing model.

Western Developers Society, London, ON, Canada

March 2022 - March 2024

Founder & Co-President

- Led a team of 40+ in hosting social impact and career events for **700+ members & 14** pro-bono development teams.
- Partnered with 30 charities and companies, securing **\$10,000+** in funds to help **3,200+** event attendees launch their careers.
- Leveraged Figma, Canva, and Adobe Creative Cloud to grow social media to **1800 followers** and across all mediums

Royal Bank of Canada, Toronto, ON, Canada

May 2023 - August 2023

Software Developer Intern - Card Operations Technology

- Migrated **20,000** Cathay Pacific credit cards to Avion, by modifying and verifying **300+ API endpoints** and batch files.
- Built a dashboard with Microsoft's Graph API, reducing feature change and product conversion time from **weeks to days**.
- Implemented agile adoption strategy improving project delivery speed by **15% for team of 300+**, post VP endorsement
- Conducted **15+ user interviews to devise user-centric product improvements** and validate design iterations.

PROJECTS

National Basketball Association, Future Analytics Stars Fellowship | Figma, Python, SQL

January 2024 - May 2024

- **1/43 of 5400+ applicants chosen** for NBA executive-led training in sports strategy, data science, and business analytics.
- Attended M.I.T. Sloan Sports Analytics Conference on **full scholarship**; met Rich Paul, Daryl Morey, and Andre Iguodala.
- Interviewed 5 NBA execs to scope and build capstone project for a defensive tracking metric using **player hawkeye data**.

SolarUp, Hack Harvard '23 ([Link](#)) | Python, React.js, Selenium, GraphQL, Flask, Next.js, GCP

October 2023

- Runner-up for Best Earth & Space Hack and Best Domain Name out of **850+** hackers and **150+** submitted projects.

OfferIt, RBC Design Thinking Fellowship Capstone ([Link](#)) | Figma, Wireframing

October 2022 - November 2022

- Selected as **1/ 28 out of 8,000** year 2 students, recognized for leadership potential and academic excellence.
- Ideated mobile app tackling homelessness, using design thinking and prototyping to pitch successfully to **university deans and RBC executives**, aligning with UN SDG #1.

SKILLS & INTERESTS

Technical: Javascript/Typescript, Python, SQL, MongoDB, Git, Kubernetes, Docker, Data Science, Cloud Computing

Design: Figma, Sketch, Adobe CC, User Research, Wireframing, Prototyping, User Flows, Road Mapping, A/B Testing

Interests: Emerging Tech, Clean Energy, UX Design, Sports Analytics, Track & Field, Basketball, Ski Mountaineering