**Service Objective:**

* To develop and integrate advanced machine learning solutions that elevate Pixlr Group’s AI-powered content creation platforms.
* To support product innovation through data-driven R&D and continuous enhancement based on user feedback and market trends.

**Service Scope:**

* Development and deployment of machine learning models within Pixlr’s AI platforms.
* R&D-led product improvement and technical validation.
* Integration of ML outputs into user-facing features.
* Performance evaluation, iteration, and maintenance.
* Technical collaboration with product, design, and engineering teams.

**Service Description:**

1. Machine Learning Development
   1. Design, develop, and deploy machine learning models and algorithms (e.g., computer vision, NLP) that improve Pixlr’s creative tools.
   2. Analyse large datasets to derive insights for model training and performance enhancement.
2. System Integration & Validation
   1. Collaborate with product managers and engineers to embed ML outputs into production features.
   2. Conduct rigorous testing and validation to ensure model accuracy and reliability.
3. Model Optimisation & Maintenance
   1. Implement scalable ML pipelines (e.g., using TensorFlow, PyTorch, MLflow).
   2. Monitor deployed models and adjust based on performance metrics and user feedback.
4. Product R&D & Innovation
   1. Translate user insights and market trends into feature enhancements.
   2. Actively contribute to brainstorming and product roadmap planning with evidence-based recommendations.
5. Continuous Learning & Contribution
   1. Stay abreast of the latest in ML/AI research and apply emerging methodologies.
   2. Participate in code reviews and knowledge sharing within the team.

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