

# Asma Farajidizaji

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in /asma-faraji

## Skills

**Programming** Python(including pandas, NumPy, scikit-learn, Tensorflow, Keras), Bash, SQL, C++

**Software** Docker, Linux, CI/CD, Kubernetes, Airflow, Elastic Search, Azure Cloud, Databrick

**Frameworks** Spark, Pytorch, ONNX, Huggingface, Llama Index, Xgboost, LightFM

**Machine Learning** Content-based & Collaborative & Contextual filtering Recommendation System , ALS Model, Learn-to-Rank techniques, Large Language Models, Vision Transformer, CLIP

## Experience

### BGL Insurance

Mar. 2023 – Present

Senior Data Analyst

Peterborough, UK

- Developed predictive financial regression model using lightgbm for user claim rate from tabular data
- Analyzed interaction of user and underwriter pricing data to convert insights into actions

### Divar (Marketplace) - Hezardastan Holding

Mar. 2022 – Mar. 2023

Senior Data Scientist

Tehran, Iran

#### Automate Advertisement Review Pipeline

- Enhanced duplicate Ad detection system with Siamese network, boost automation metric performance 5%
- Developed NSFW image flagging system with vision transformer backbone
- Built CI/CD and Airflow pipelines for trained models and spark data pipeline
- Deployed large-scale transformer models on Kubernetes, reduced response time to 2s

### Cafebazaar (App Store) - Hezardastan Holding

Sep. 2020 – Mar. 2022

Senior Data Scientist

Tehran, Iran

#### Recommendation Team

- Increased 30 % app installation by creating “you might also like” app list
- Implemented a scalable deep learning based approach for 5 million daily users
- Defined novel metrics to detect fraudulent applications to remove them from landing page app lists
- Applied statistical modeling to capture 20 million fraudulent applications

### Cafebazaar (App Store)- Hezardastan Holding

Sep. 2019 – Sep. 2020

Data Scientist

Tehran, Iran

#### Search Engine Improvement

- Enhanced Elasticsearch tags for individual applications by employing matrix factorization to identify pertinent queries
- Applied FastText model to classify search queries into video vs non-video, allowed granular tracking of appropriateness of search results
- Clustered search queries with graph networks to capture trending searches
- Implemented FPGrowth tree-based algorithm for automatic query suggestions in context of gaming applications, boosted user views by 10% and user installation count by 5%

## Projects

### Research Experience

- Is it Possible to Modify Text to a Target Readability Level? An Initial Investigation Using Zero-Shot Large Language Models, <https://arxiv.org/pdf/2309.12551.pdf>

## Education

### University of Tehran

BSc Computer Science, GPA 16.29 / 20

2015 – 2019

Tehran, Iran