

# Lokesh Kumar

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## 💡 Aspiring Data Engineer | Google Cloud Certified | Builder of Real-World Data Products

Enthusiastic, project-driven data engineer with a strong foundation in data pipelines, cloud infrastructure, machine learning, and analytics. Google Cloud Certified and experienced with dbt, Snowflake, GCP, and FastAPI. Proven ability to build scalable, end-to-end data solutions and deploy real products—even without formal job experience. Bonus: Skilled in UI/UX design and digital ads strategy. Ready to bring technical depth and creative thinking to real-world business challenges.

## 🛠️ Technical Toolkit

**Languages:** Python, SQL, JavaScript, Java, Kotlin, HTML/CSS, C++

**Frameworks & Tools:** TensorFlow, Scikit-learn, FastAPI, dbt, Airflow, Kivy, React, Flask, Django (learning)

**Cloud & Data:** GCP (BigQuery, Vertex AI), Snowflake, Power BI, Tableau, Excel

**Design & Visualization:** Figma, Adobe XD, Seaborn, Matplotlib, Canva

**Soft Skills:** Problem Solving, Communication, Creativity, Rapid Prototyping, Self-Learning

## 📁 Relevant Experience

### UI/UX Designer | Ricoz (Full-time) — Jan 2025 – Present

Hybrid (Mumbai, India)

- Designed intuitive landing pages for B2B/B2C platforms—boosted user engagement by 15%
- Reimagined legacy interfaces for usability and branding improvements
- Created graphics for social media and investor decks, increasing engagement by 25%
- Drafted business contracts, offer letters, and onboarding documents
- Collaborated with developers to implement pixel-perfect UI changes

### User Experience Designer Intern | Ricoz — Nov 2023 – Dec 2024

- Designed UI for 5+ SaaS and e-commerce products using Figma & Adobe XD
- Improved design consistency and accessibility across platforms
- Conducted usability testing and user research
- Worked on integrating ML features for personalized experiences

### Meta Ads Manager (Freelance/Part-Time) — 2 Months

- Managed 2–4 Facebook Ad accounts for brands to generate leads and onboard vendors/clients
- Developed and optimized ad campaigns through Meta Business Suite
- Improved campaign performance by analyzing ad metrics and refining targeting strategies
- Contributed to client business growth through digital acquisition tactics

## Noteworthy Projects

**E-Commerce Analytics Pipeline – dbt, Snowflake, SQL** Analyzed 500K+ e-commerce records with a custom-built dbt pipeline. Extracted revenue trends, CLTV, retention metrics. Optimized query performance by 20%.

**End-to-End Data Lake with Python – ETL, Pandas, Matplotlib** Built a scalable ETL pipeline to process Titanic dataset. Performed survival analysis, created visual dashboards, and shared code on GitHub.

**Image Classifier API – TensorFlow, FastAPI** Developed a CNN to detect potato leaf diseases (92% accuracy). Deployed as a FastAPI microservice with <200ms latency.

**Question Answering Chatbot – spaCy, NLTK, Flask/Kivy** Created an NLP-based Q&A system with 10% improved accuracy through feedback loops. Offered web & mobile deployment.

**Real-Time Face Recognition – OpenCV, Kivy, TensorFlow** Designed and deployed a face recognition GUI that works under varying lighting conditions. Open-sourced with full documentation.

## Education

### **B.Tech – Computer Science & Engineering**

Bundelkhand University | 2021 – 2025

Coursework: Machine Learning, Data Structures, DBMS, Cloud Computing

### **Class 12 (PCM + CS)**

PM Shri Kendriya Vidyalaya N.E.R., Bareilly – 2021

## Certifications

- Google Cloud Certified: Professional Data Engineer
- Python for Data Science & ML – Udemy
- Accenture, BCG, PwC, British Airways – Data Simulations (Forage)
- Introduction to Large Language Models – Google
- Digital Transformation with Google Cloud – Google

## Why Hire Me?

- I've built real products and pipelines—no tutorials, just outcomes.
- I don't just know tools—I use them to solve problems.
- I bring a blend of data, design, and marketing to the table.
- I'm obsessed with learning fast and building things that matter.