

# Martin Čadek

DATA SCIENTIST | PHD

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*I hold a PhD specialising in health communication, public health, and obesity interventions. Currently, I am employed as an Analytical Data Scientist at Roche, where I specialise in delivering reproducible analytical and statistical solutions for Phase I and II clinical trials using R, Python, and SAS. I have over 5 years of experience in data sciences, and I am passionate about reproducible research, open-source projects, and socially impactful work.*

## Skills

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### PROGRAMMING & TOOLS

- Proficient in R, Shiny, Git, SQL, SAS, Python, NVivo, Qualtrics

### DATA ANALYSIS

- Expert in statistical modelling and quantitative research methodologies

### PROJECT MANAGEMENT

- Efficient in managing timelines, scope, and resources for UX research projects

### CLIENT RELATIONS

- Skilled in maintaining client relationships and aligning research with client goals

### UX RESEARCH & COMMUNICATION

- Proficient in UX research, data visualisation, and presenting research findings concisely

## Experience

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### Roche

Welwyn Garden City, England

#### DATA SCIENTIST

2023 - ongoing

- Led statistical analysis and exploratory data analysis for Phase I GYM329 (Cardiovascular and Metabolic Disease) study, successfully supporting a data memo.
- Leading statistical programming activities for Phase II GYM329 (Cardiovascular and Metabolic Disease) study, utilising complex trial design and mixed-method modelling to assess efficacy of Tirzepatide combined treatment for obesity, including co-leading standardisation of outputs, datasets, and programmes in DXA and fMRI scans, and biomarkers.
- Member of the DSS AI Team, leading workshops to improve adoption of generative AI tools, supporting AI strategy development, and organising a GitHub Copilot hackathon with future sessions planned for South San Francisco, Welwyn, and Basel.
- Supporting the development of internal tools and packages in R and Shiny, such as NEST and internal Shiny dashboards.
- Over 5 years of experience in data sciences with expertise in R programming, advanced visualisations, statistical modelling, Git, and package development.

### Vodafone

London, England

#### QUANTITATIVE USER RESEARCHER

2022 - 2023

- Combined statistical modelling techniques with a focus on user behaviour to develop business-wide metrics measuring user experience across key digital journeys, leveraging expertise in psychometric testing, validity, and reliability.
- Established methodologies to support quantitative UX research and standardised the approach to user experience measurement, with a focus on reproducible survey analysis using Python and R.
- Collaborated with designers, product owners, data scientists, researchers, and stakeholders to develop user-centred products, demonstrating a strong collaborative mindset.
- Created reproducible pipelines using Python to process data from APIs and visualise results in a dashboard environment.
- Utilised R, Python, Git, and Azure DevOps, reflecting strong technical expertise and drive to innovate.

### Kantar

London, England

#### DATA SCIENTIST

2021 - 2022

- Developed industry experience as a data scientist, working with structured, unstructured, and large datasets, and tackling a variety of data challenges in the fast-moving consumer goods sector.
- Created bespoke solutions for clients using advanced statistical techniques, including hierarchical clustering algorithms, k-means, and latent class analysis.
- Provided data-driven insights through solutions such as customer segmentations, market penetration analyses, and market structure assessments, showcasing the ability to drive data-driven decision-making.
- Utilised tools such as Git, Azure DevOps, SQL, R, and SAS, demonstrating strong programming skills and technical expertise.

STATISTICIAN

2020 - 2021

- Delivered situational reports and statistical support for briefings in collaboration with policy colleagues and the Test and Trace programme.
- Contributed to quality assurance of analyses across the team and promoted data science using the R programming language.
- Automated reporting in R for flu immunisation status of residents and staff at care homes in England.
- Created reproducible analytical pipelines (RAP) to draw and access Care Home data from a JSON feed.
- Developed RAP to extract and process data from the Office for National Statistics (ONS).
- Worked on visualisations and numerous ad-hoc requests across topics such as flu immunisation, survey response rates, and COVID-19 incidence.
- Provided quality assurance of reports, statistical analyses, and figures.

Leeds Beckett University

Leeds, England

DOCTORAL RESEARCHER (PHD)

2017 - 2021

- Conducted research to improve routine feedback letters with height and weight results delivered to parents of Reception and Year 6 children as part of the National Child Measurement Programme (NCMP) in England.
- Engaged multiple stakeholders such as Local Government, Public Health England, and parents, providing nuanced insights into the NCMP. Developed three complex studies using qualitative and quantitative methods.
- Gathered opinions of 92 Local Government Authorities in England, providing results to Public Health England for further improvement. Prepared cluster randomised controlled trial and analysed complex survey data using various regression models.
- Developed and improved feedback letters, resulting in better parental perceptions. Utilised computerised text analysis techniques such as sentiment analysis, topic modelling (LDA), and hierarchical clustering. Used Google Natural Language Processing speech-to-text API for automatic transcription of interviews.
- Published research as part of my PhD, including contributions to articles such as 'The Psychological Science Accelerator's COVID-19 Rapid-Response Dataset,' 'Effect of health-care professionals' weight status on patient satisfaction and recalled advice,' and other studies focusing on public health, health messaging, and social distancing during the COVID-19 pandemic.

Education

Trinity College Dublin

Dublin, Ireland

PgCERT, STATISTICS AND DATA SCIENCE

2024 - ongoing

Leeds Beckett University

Leeds, England

PHD DEGREE, PSYCHOLOGY

2017 - 2022

Charles University

Prague, Czechia

MASTER'S DEGREE, PSYCHOLOGY

2013 - 2016

Charles University

Prague, Czechia

BACHELOR'S DEGREE, PSYCHOLOGY

2010 - 2013