
Scientist

Trained to utilise advanced analytics processes and techniques to identify insights from large and complex data sets.

Leader

Proven ability to lead, manage and mentor a wide variety of data and analytics focused projects and teams.

Consultant

Over 10 years of experience liaising with internal and external stakeholders as a conduit between the data and strategy.

Experience Machine Learning Specialist

Feb 21 - Present

Electronic Arts

Responsibilities & Projects

- As a Machine Learning (ML) specialist, I support the creation of a central ML Engineering function within EA.
- I leverage domain technical skills and experience managing stakeholders to advise on core principles and roadmaps for the team.

Technology

- Python, AWS Sagemaker, Databricks, Docker and Unix.
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Senior Manager, Analytics

Dec 19 - Feb 21

Electronic Arts

Responsibilities & Projects

- As Senior Analytics Manager, I was responsible for the duties of my prior role (Analytics Manager), with further strategic priorities.
- I supported four mobile (Apple and Google) products: *The Sims FreePlay*, *The Sims Mobile*, *Real Racing 3* and *Need for Speed: No Limits*.
- I coordinated the migration and centralisation of a legacy infrastructure (Hadoop) to Cloud (Snowflake), including all warehousing and reporting infrastructure.
- I pitched and onboarded a multidisciplinary ML team tasked with expanding in-game content recommendations systems. This initiative raised >100k USD weekly for *Need for Speed: No Limits*.

Technology

- PowerBI, Redash, R, Python, SQL (Snowflake) and Unix.
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Analytics Manager

Jun 17 - Dec 19

Electronic Arts

Responsibilities & Projects

- As Analytics Manager, I was responsible for the analytics team embedded within EA Melbourne (5 Data Analysts and Data Engineers).
- I supported three mobile (Apple and Google) products: *The Sims FreePlay*, *Real Racing 3* and *Need for Speed: No Limits*.
- I was responsible for stakeholder engagement and requirements gathering across

- multiple levels of leadership, and subsequent delivery of key analytics objectives.
- I managed the internal internal data infrastructure and warehouse, including all reporting and analyst tooling.
- I lead a multidisciplinary team which developed insights into player behaviour segments within *The Sims FreePlay*. This identified a highly engaged “creator” segment that drove product direction towards building features for this cohort.

Technology

- SQL (Hive, Impala, Redshift), Cloudera Data Enterprise Hub, R, Python and Unix.
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Senior Data Analyst

Jul 15 - Jun 17

Electronic Arts

Responsibilities & Projects

- As Senior Game Analyst, I was the main point of contact for analytics requests relating to "The Sims FreePlay" product.
- My responsibilities included telemetry design and warehousing support, Reporting and dashboards, statistical design, ad-hoc analytics and communication of insights.
- I developed and pitched ML-based in-game product recommendation engines, which generated >10M USD revenue for *Need for Speed: No Limits* over a 3-year period.
- I migrated our internal dashboards to Shiny which allowed for data democratisation across the studio. I also developed a AB-Testing Shiny app that saw adoption across multiple studios.

Technology

- R, SQL (Hive, Impala, Redshift), Cloudera Hadoop, Spark, Python and Unix.
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Sports Data Scientist

Sep 12 - Jun 15

Tennis Australia

Responsibilities & Projects

- Responsibilities included rigorous statistical design and hypothesis testing fit for publication, development of models to support athlete outcomes and parsing/management of multiple disparate data sources.
- I completed a number of publications, including statistical journal articles, popular non-technical articles and a review into the cost of competing on tour in partnership with the international governing body (ITF).

Technology

- R, SQL (Postgresql, sqlite), JMP, Sportscodel (xml), Excel and LaTeX.
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Education

Monash University - Clayton

Jan 05 - Aug 12

*PhD, High Resolution FTIR Spectroscopic Modelling,
Bachelor of Science (Honours), Physics and Chemistry Majors.*
