

# Nasr Kasrin (PhD)

LEADER · ENGINEER · 20YRS AI & DATA · ENTREPRENEUR

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Dynamic architect, research scientist, and innovative technology lead with a history of guiding successful projects across diverse domains (data architecture, AI, robotics, mobile apps, and games) and settings (from agile B2C environments to multi-million R&D projects). I bring a strategic and creative approach to problem-solving, coupled with decisive initiative and collaborative empathy which fosters success (See [n42r.github.io](https://n42r.github.io)).

## Experience

### Lead Solutions Architect

2024 - present

PUMA SE, GLOBAL E-COMMERCE ENGINEERING

Herzogenaurach, Germany

- Founded and led an organization of two teams (4+4+2) which improved PUMA.com's performance by 25%.
- Established (+ composed charter) of Ecomm Technical Cats (ETC) organization with a Tech Design Board & innovation forum.
- Preemptively identified and solved a complex architectural problem jeopardizing a major system migration in PUMA Latin America.
- Led a team to migrate a global CRM system for PUMA India (Emarsys to CleverTap).
- Investigated AI/LLMs for supporting software development and devised a initial framework for embedding LLMs in SE.

### Co-Founder | CTO | Data Architecture Scientist | Prototyper

2021 - 2024

FREELANCE

Bamberg, Germany

- Co-founding a startup for AI/LLM-driven solutions & building prototypes for products with millions of potential users (left when joining PUMA).
- Developed an AI-driven music recommendation prototype utilizing open-source LLMs, with positive feedback from pilot users (**MuzeAI**, below).
- Researched and invented a next-gen data architecture (post-data mesh) for exchanging data across organizations (& awarded a PhD for it).

### Research Associate (Team Lead | Dev Lead | Architect | Data Solutions Engineer

2015 - 2020

UNIVERSITY OF BAMBERG (EU-FUNDED MANUFACTURING PROJECT)

Bamberg, Germany

- Led a 4-year project to develop a data management SaaS platform which optimized operational efficiency by 30% in a €3.5 million 8-company EU aerospace manufacturing project (See [github.com/simutool](https://github.com/simutool)).
- Engineered a read-heavy SaaS, ensuring seamless operations and future-proof cloud-native architecture (ex., docker, stateless nodes).

### R&D Engineer (AI) | Team Lead | Software Architect

2011 - 2014

TAYAIT

Cairo, Egypt

- Built 2 AI players (java, C) for a mobile board game (backgammon), and lead a team of two R&D engineers to port them to Objective-C.
- Led a software engineering team in building 2 iOS mobile apps, driving rankings to 4.5/5 and increasing user engagement by 10.
- Reduced feedback-development cycle times by 25% by coordinating cross-functional collaboration between technical, business, and UI/UX.
- Saved the company 10-man months by investigating emerging trends and alternative paths and advising the CEO in fruitful directions.

## Projects (Titles are hyperlinks)

### [Guestrrday](#) & [MuzeAI](#)

2022 - 2024

- Developed personal open source projects: a music tagging tool (executed 20.000+ inputs) & an early AI-powered music discovery prototype.

### [The Basin Network \(Doctoral Project\)](#)

2019 - 2023

- Invented an architectural pattern for data architecture (Cf. data mesh, data lake), culminating in a PhD and publication.

### [SIMUTOOL Data Lake](#)

2015 - 2019

- Led the design & development of a data management SaaS for a consortium (aerospace, automotive), cutting turnover time by 30%.

### [Greetings Studio](#) & [Tawla \(Backgammon Board Game\)](#)

2011 - 2014

- Directed two apps (iOS): an E-greeting card creation/sharing app and a mobile game, optimizing user engagement and Elevated app ratings.

## Education

<b>PhD. (Dr. rer. nat.)</b>	Faculty of Information Systems & Applied Computer Science, Otto-Friedrich-Universität Bamberg, Germany	2023
<b>Masters of Science</b>	Faculty of Computer Science & Engineering, German University in Cairo, Egypt	2010
<b>Bachelors of Science</b>	Faculty of Computer Science & Engineering, German University in Cairo, Egypt	2009