Darby Lesch

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EXPERIENCE

Houston, TX
11/2016 – present

SEARCH ENGINEER / DATA SCIENTIST

Boston, MA
02/2013 – 09/2016

- Be involved in all stages of a data science product development from definition, design, development and delivery
- Test growth theories to make new customer acquisition work
- Define and assist on Search taxonomies/product catalogs/categorization
- Develop and test semantic wording concepts using clickstream and events processing
- Work with a wide array of structured and unstructured data sources including relational and NoSQL databases and formats including text, image and audio/video
- Data mining and analysis tools to optimize keyword search results
- Maintain search features/data mapping diagrams

DATA SCIENTIST / DATA ENGINEER

New York, NY
11/2006 – 10/2012

- Knowledge of statistical and machine learning techniques such as regression analysis, clustering, decision trees, ensemble methods, collaborative filtering, etc
- Propose, investigate, develop and refine new analytic capabilities for deployment in the business. Build algorithms, tools and custom solutions for use by business analysts and forecasters
- Work alongside engineers to establish an analytics platform to be used across the business
- Prepare and present findings of investigations to management
- Architect, build and prototype new data models and pipelines that deliver intuitive analytics to our customers
- Manipulate and analyze large data sets using industry standard tools and techniques. Extract quantitative and qualitative findings from large data sets
- Proficiency with Unix/Linux environments

EDUCATION

CENTRAL MICHIGAN UNIVERSITY
Bachelor's Degree in Computer Science

SKILLS

- Solid experience in investigative analysis and technical debugging, Ability to troubleshoot and identify root cause
- Knowledge of applied statistics, machine learning, data mining, and predictive analytics
- Ability to independently manage complex project objectives and complete multiple simultaneous project tasks with little supervision
- Expert-level experience in data science and visualization toolkits (R, SAS, Python, Tableau). Fluency in SQL
- Experience applying critical thinking to analyze processes and data anomalies to diagnose data issues
- Proven ability to sift through data, identify critical information, develop hypotheses, identify appropriate data science techniques and perform rigorous analyses to deliver new insights and solve business problems
- Strong oral and written communication skills, including the ability to communicate findings to stakeholders and document project steps in detail (also, the ability to communicate technical projects to non-technical stakeholders and sponsors)
- Ability to work individually, as well as partner with small teams of Data Analysts / Data Scientists during all stages of projects, including planning and execution
- Expert experience with dimensional modeling, Big Data solutions and ETL development
- Familiarity working with large-scale datasets and big data techniques