

# Barbara Obayi

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## EDUCATION

### University of Strathclyde

Glasgow, United Kingdom

*MSc in Machine Learning and Deep Learning*

2025 – 2026

- Intelligent Sensing & Reasoning, Neural Networks & Deep Learning, Digital Signal Processing, Machine Learning for Data Analytics
- Information Access & Mining, Image and Video Processing

### University of Shanghai for Science and Technology

Shanghai, China

*Bachelor of Engineering in Civil Engineering*

2018 – 2023

## KEY ACHIEVEMENTS

- Led a global team of 100+ ML engineers and data scientists to develop and deploy a Python-based crop disease detection system for Kenyan farms using ViT, CNN, and YOLO.
- Delivered data-driven policy and service insights for Singapore government agencies including the Ministry of Manpower, Central Provident Fund, and Singapore Tourism Board.

## RELEVANT EXPERIENCE

### Research & Data Analyst (Data Engineering Support)

Feb 2024 – Present

*Meltwater (Z-Biz Solutions)*

*Remote, Singapore*

- Improved operational efficiency by 15% through workflow optimisation and automation using Python, SQL, and Excel.
- Led quantitative and qualitative research initiatives to inform business and policy decision-making.
- Built Power BI and Google Sheets dashboards translating complex datasets for non-technical stakeholders.

### Product Manager (AI) — Machine Learning & Computer Vision

Sep 2024 – Jun 2025

*Omdena*

*Remote, Palo Alto, CA*

- Led a global team of 100+ engineers and domain experts to deliver an AI-powered crop disease detection mobile application.
- Improved data processing efficiency by 25% through structured workflows and reproducible ML pipelines.
- Managed end-to-end ML lifecycle from data acquisition to model training and deployment using ViT, CNN, and YOLO.
- Applied Agile methodologies including sprint planning, backlog refinement, and stakeholder reporting.

### Data Analyst — Logistics & Operations Analytics

Mar 2022 – Oct 2022

*Austeel International*

*Nairobi, Kenya*

- Streamlined freight quotation analysis across 10+ logistics partners using advanced Excel analytics.
- Improved reporting accuracy and audit readiness through data validation and integrity checks.

## OTHER PROFESSIONAL EXPERIENCE

### Project Manager Assistant

Aug 2021 – Mar 2022

*Erdemann Property Limited*

*Nairobi, Kenya*

- Improved on-time project delivery by 20% through structured reporting and stakeholder coordination.
- Reduced rework by 30% by translating technical construction documents for cross-functional teams.

### Project Management Assistant (Data & Operations Coordination)

Dec 2020 – Aug 2021

*Avic International*

*Nairobi, Kenya*

- Coordinated daily operations for 30+ labourers across multiple infrastructure sites.
- Built site tracking systems to improve accountability and progress reporting.

### Financial Data Associate

Jan 2017 – Aug 2017

*Equity Bank*

*Nairobi, Kenya*

- Supported financial data analysis and reporting for banking operations.

## LEADERSHIP & NOTABLE PROJECTS

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### **WorldQuant University — Applied Data Science**

- Completed 8 end-to-end data science projects across global datasets, including housing markets, air quality, customer segmentation, A/B testing, and volatility forecasting.

### **Meal Match — Food Donation Solution**

- Served as Product Manager and Data Scientist for an AI-driven food waste reduction platform using big data analytics.

### **Chinese Smartphone Purchase Intentions Study**

- Analysed cross-cultural consumer behaviour using SPSS and AMOS; awarded National First Prize by the China Business Statistics Society.

### **SQL Capstone — Data Science Job Analytics**

- Used PostgreSQL, Python, Git, and GitHub to analyse job market demand and high-value skill trends.

## CERTIFICATES

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- Business Intelligence and Data Analysis — Corporate Finance Institute
- Financial Modelling and Valuation Analysis (May 2022 – Jul 2022)

## SKILLS

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- Machine Learning, Deep Learning, Computer Vision (ViT, CNN, YOLO), NLP, LLMs
- Python, SQL, PostgreSQL, Cloud Computing (AWS)
- Data Analytics & Visualisation (Power BI, Tableau)
- Agile Methodologies (Scrum, Kanban), Jira, Confluence
- Relational & NoSQL Databases, SPSS, AMOS

## LANGUAGES

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- English — Mandarin Chinese — Swahili