

Robert A. Reed

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EDUCATION

University of Michigan - Dearborn — B.S. in Data Science

GPA: 3.6, Graduated with High Distinction

SEPTEMBER 2016 - APRIL 2021

EXPERIENCE

Ford Motor Company, Dearborn, MI — Product Manager

Coordinated cross-functional teams for developing the Road Experience Management Product to improve mapping quality and autonomous driving capabilities.

AUGUST 2021 - PRESENT

DTE Energy, Detroit, MI — NERC Compliance Analyst Intern

Analyzed power plant data to schedule and monitor preventive maintenance so that power plants would meet The North American Electric Reliability Corporation Compliance standards.

JUNE 2020 - NOVEMBER 2020

Summit on the Park, Canton, MI — Facility Assistant

Responsible for front-line duties to assist with facility operations while acting as customer service representative and staff support assistant.

JULY 2018 - DECEMBER 2019

PROJECTS

Road Experience Management — Product Manager

Road Experience Management (REM) is a product that takes forward-facing vehicle camera data which provides critical information for Ford BlueCruise. I aligned stakeholders on product vision, requirements, and prioritization of tasks to enable the product success for REM. Through managing the product, I oversaw the number of vehicles harvesting data grow from 0 to 475,000, where approximately 1,400 new vehicles were added every day. Through ADAS, Roadbook, and other mapping improvements, the product obtained a projected revenue return of three-to-six billion dollars.

AUGUST 2021 - PRESENT

I interfaced with many stakeholders including Mobileye (third-party), MDS, CVFMA, DSC, PEM, ADAS, SSP, Business, Legal, and many more. I tabulated and solved issues with Mobileye Invoicing by providing aggregated data to the Business team. I supported Legal and Privacy issues regarding the product by providing key information to make decisions.

PrintAPart: 3D Printing Networking Web Application — Software Engineer

Designed and developed a web application that connects people who need 3D printed parts to those that have 3D printers. This project won the first place College-Wide award in the University of Michigan Senior Design Competition.

SEPTEMBER 2020 - APRIL 2021

DTE Energy Preventative Maintenance Dashboard — Analyst

Created a PowerBI dashboard for monitoring the preventative maintenance task completion per DTE power plant. The dashboard tracks multiple metrics and uses data visualizations which automatically update with new incoming data.

OCTOBER 2020

SKILLS

Python - NumPy, Pandas, Regex, Seaborn, Scikit-Learn, PySpark, Beautiful Soup, NLTK, Matplotlib, Jupyter Notebook

R - Tidyverse, ggplot2, Caret, Rmd, Knitr

Statistics - Hypothesis Testing, Confidence Intervals, Data Visualization, ANOVA

Machine Learning - Linear and Logistic Regression, Naive Bayes, SVMs, PCA, Random Forest, Classification, Clustering

Data Manipulation - Cleaning, Validation, Transformation, Modeling

Databases - PostgreSQL, NoSQL

Dashboard Creation - Power BI, Splunk, Grafana

Git and GitHub

Basic JavaScript, HTML and CSS

Microsoft Office Suite - Word, PowerPoint, Excel, SharePoint, Outlook, Teams,

Adobe Creative Suite - Photoshop, Illustrator, InDesign, After Effects, Premier Pro, XD

Inkscape, Gimp, Lucid Chart, DaVinci Resolve

Jira, Kanban, Agile, Scrum

AWARDS & ACTIVITIES

DTE Energy Dependability Awards

AUGUST AND OCTOBER 2020

College-Wide Design Competition Winner

APRIL 2021

Dean's List

SEPTEMBER 2016 - APRIL 2021

Data Science Association Contributor

SEPTEMBER 2018 - APRIL 2021