

# 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 500K, where approximately 1,400 new vehicles were added every day. Through Ford Bluecruise and other mapping product improvements, REM obtained a projected revenue of three-to-six billion dollars.

AUGUST 2021 - PRESENT

### 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