

# Russ Zaliznyak

AB Testing | Dev | Python | Research | Training

## Skills

I love math, problem solving, and writing python to help me those solve problems. I've learned to use *simulation studies* to build my intuition for AB Testing and to leverage AI to speed up my research and development.

## Goals

I want to advance experimentation, build tools that make solving hard problems easy, and teach others. My goal is to lead the effort to scale capabilities across the company; improve apps, libraries, and AI-driven tools.

## Experience

**Principal Data Scientist January 2022 - Present: *Trajectory Changing***

- **Bayesian Analysis:** Introduced Intuit to *Fast* Business-Focused AB Testing
- **Simulation Engine:** Determine Optimal Stopping Thresholds
- **AlphaBeta Testing App:** Portal with latest Methods (5,000+ views per month)
- **New Methods Introduced:** CUPED, Informed Priors, Simulation Studies, Python Libraries
- **AI:** Connecting AI Assistant to Support Apps + Training GPT to answer questions
- **Teacher & Mentor:** TechTalks to show benefits of *Bayesian*, sessions to mentor peers.

**Staff Data Scientist February 2019 - January 2022: *Making A Difference***

- Deployed Interactive FAQ Site: AB Test Fundamentals, MABs, SPRT
- Introduced *Sequential Testing* & *SPRT* methods to Intuit
- Plotly Dash Apps: Sample Size Calculator (Fixed/SPRT) + Experiment Analysis Tools
- Respected Experimentation Lecturer
- Data Engineering & ETL: pySpark jobs to speed up test analysis

**Sr. Data Scientist September 2016 - February 2019: *Finding A Niche***

- Prototyped Experimentation Training Program for Data Scientists
- Developed Experimentation Playbook & Guides for non-analysts
- Launched App Recommendation Model in QBO
- Built Customer Cash Flow Prediction Model for IPD

## **Sr. Technical Data Analyst Sept 2013 - Sept 2016: *Learning The Ropes***

- Deployed logistic models to predict customer churn; paired with AB tests for outreach
- Built Tableau Dashboards to Automate AB Test Design & Analysis
- Exploratory Data Analysis

## **Education**

**Santa Clara University** — MS, Mathematics  
*2010–2013*

**San Jose State University** — BS, Mathematics  
*2005–2008*

**Santa Clara University** — BS, Finance  
*2003–2005*

## **Links**

- [ITS Webinar: Going Bayes: Shifting Our Testing Methods To Reflect Our Priorities](#)
- [Intuit Reduces Experiment Runtime More Than 50% with Dash Enterprise](#)
- [The Value of Big Swings](#)
- [Experiment Design & Analysis with NumPy Random](#)
- [The Power of Data Simulation](#)
- [Why Switch to Polars](#)