

EDUCATION	University of Wisconsin-Madison , Madison, Wisconsin, USA	2013–2017
	Doctor of Philosophy, Major : Statistics, Minor : Computer Science	
	University of Florida , Gainesville, Florida, USA	2011–2013
	Master of Statistics	
	Sharif University of Technology , Tehran, Iran	2007–2011
	Bachelor of Science in Industrial Engineering	
DISSERTATION	Sliced Designs for Multi-platform Online Experiments	
	Dissertation Committee: Peter Chien, Neeraj Arora, Kam-Wah Tsui, Anru Zhang, Paul Hoban	
	Abstract: Multivariate testing is a popular method to improve websites, mobile apps, and email campaigns. A unique aspect of testing in the online space is that it needs to be conducted across multiple platforms such as a desktop and a smartphone. The existing experimental design literature does not offer precise guidance for such a multi-platform context. In this paper, we introduce a multi-platform design framework that allows us to measure the effect of the design factors for each platform and the interaction effect of the design factors with platforms. Substantively, the resulting designs are of great importance for testing digital campaigns across platforms. We illustrate this in an empirical email application to maximize engagement for a digital magazine. We introduce a novel “sliced effect hierarchy principle” and develop design criteria to generate factorial designs for multi-platform experiments. To help construct such designs, we prove two theorems that connect the proposed designs to the well-known minimum aberration designs. We find that experimental versions made for one platform should be similar to other platforms. From the standpoint of real world application, such homogeneous sub-designs are cheaper to implement. To assist practitioners, we provide two algorithms to construct the designs that we propose. We also tabulate sliced factorial designs with 16, 32, and 64 runs for four-platform experiments.	
ACADEMIC TALKS	Math Sciences at The University of Memphis (ICODOE 2019)	
	Novelty and learning effects in online experiments	2019
	UCLA Department of Statistics (DAE 2017 Conference)	
	Sliced designs for multi-platform online experiments	2017
	UT-Dallas Naveen Jindal School of Management (Bass FORMS Conference)	
	Sliced designs for multi-platform online experiments	2017
	Stanford Graduate School of Business (Digital Marketing Conference)	
	Sliced designs for multi-platform online experiments	2016
	Wisconsin School of Business	
	Cannibalization project with Sam’s Club data	2016
	Introduction to R and its role in Marketing research	2016
	Machine learning applications in Marketing	2015

OTHER PROJECTS	Data Division	2015
	Optimal division of large and complex datasets into homogeneous batches and allocation to different servers in order to do parallel computing	
	Cannibalization and Halo Effect	2015
	A probabilistic approach to Cannibalizations and Halo for modeling large and complex Sam's Club data	
	Search Engine Optimization	2014
	Keyword optimization on a complex dataset from Google AdWords and designing experiments to fill empty spaces in order to improve conversion profitability	
HONORS AND ACHIEVEMENTS	Testing and Optimization	2014–2015
	Efficient statistical designs for A/B testing and multivariate testing while dealing with large number of potential factors across different platforms such as PC, tablet, and smartphone	
	Predictive Modeling	2014
	Predictive response modeling effort in between two waves of mailings to QuickBooks customers with the aim of improving wave-two response rates and company profits	
	Ranking Algorithms	2013
PROFESSIONAL EXPERIENCE	Research and Graduate Program Fellowship (Grinter Award) and Outstanding Academic Achievement Certificate , University of Florida, 2011–2013	
	Ranked 2nd among 80 students with GPA 18.6/20 and awarded direct entrance to graduate program, Department of Industrial Engineering, Sharif University of Technology, 2010	
	99 percentile in the nationwide University Admission Examination, 2007	
	Data Scientist at Microsoft , working primarily on projects focused on Windows, 2017–current	
	Data Scientist Intern at Microsoft , worked on a productivity power metric: “Measuring and Analyzing Code-to-Customer Flow Time”, summer 2016	
	Data Scientist Intern at @Walmartlabs (personalized offer team), worked on the cannibalization problem for Sam's Club data, summer 2015	
	Statistical Analyst/Intern at Nail Iran Co. (a Leading International Manufacturer of MERIC Lamps), worked on the Production Control Section as a statistical analyzer, summer 2010	
	Executive Manager of “KHABARNAMEH”, a quarterly published by Department of Industrial Engineering, Sharif University of Technology, 2008-2009	

Graduate Coursework

- **Theoretical Statistics**

Course	Instructor	School
Graphical Models	Garvesh Raskutti	UW-Madison
Non-parametric Statistics	Chunming Zhang	UW-Madison
Mathematical Statistics	Yazhen Wang and Jun Shao	UW-Madison
Probability Theory	Andrew Rosalsky	UFlorida
Statistical Inference	Malay Ghosh	UFlorida
Markov Chain Monte Carlo	Hani Doss	UFlorida
Theory of Linear Models	Hani Doss	UFlorida
Theoretical Statistics	Kshitij Khare	UFlorida
Modern Analysis	Paul Robinson	UFlorida

- **Applied Statistics**

Course	Instructor	School
Statistical Model Building and Learning	Grace Wahba	UW-Madison
High Dimensional Statistical Inference	Ming Yuan	UW-Madison
Multivariate Analysis	Ming Yuan	UW-Madison
Network Skills for Statistics	Brian Yandell	UW-Madison
Generalized Linear Models	Brett Presnell	UFlorida
Regression Analysis	Larry Winner	UFlorida
Design of Experiments	Larry Winner	UFlorida

- **Computer Science**

Course	Instructor	School
Advanced Machine Learning	Jerry Zhu	UW-Madison
Database Management Systems	AnHai Doan	UW-Madison
Algorithms	Deborah Joseph	UW-Madison

Undergraduate Coursework

- **Industrial Engineering**

Course	Instructor	School
Simulation and Statistics	Hashem Mahlooji	Sharif UT
Queueing Theory and Probability Models	Mohammad Modarres Yazdi	Sharif UT
Regression Analysis	Seyed Taghi Akhavan Niaki	Sharif UT
Operations Research	Kourosh Eshghi	Sharif UT
Statistical Quality Control	Fereidoon Kianfar	Sharif UT
Probability and Applications	Rasoul Haji	Sharif UT
Engineering Statistics	Hashem Mahlooji	Sharif UT
Probability Models	Seyed Taghi Akhavan Niaki	Sharif UT
Economics	Mohammad Hadi Chamran	Sharif UT
Principles of Marketing	Hassan Shavandi	Sharif UT
Basic Management	Hassan Shavandi	Sharif UT
Computer Information Systems	Naser Salmasi	Sharif UT