STEVEN A. ELLIS

Technical Skills

Human subject research methods: experimental & observational.
Collaborative development and deployment: R, Python, Git, AWS, Heroku.
Statistical analysis and modeling: non/parametric, un/supervised.

Soft Skills

Audience-aware technical communication.
Hiring, team- and relationship-building.
English (native), French (intermediate).

Selected Experience

Divvy Homes - San Francisco, CA .... **September 2018 - June 2020**
Head of Data Science

First data scientist, demonstrated transformative potential of data products, hired two further data scientists.
Owned end-to-end development and deployment of suite of internal and customer-facing machine learning services.
Worked with operational leaders to reorient business processes around data products.
Presented to equity and debt investors during successful fundraising rounds, negotiated six-figure dataset purchases.

Uber - San Francisco, CA .... **May 2014 - December 2016**
Data Scientist

Wrote Uber's guide to experimentation and served as primary company-wide experimentation methods consultant.
Modeled city transit dynamics and introduced stratified sampling of marketplace experiments to increase statistical power.
Assessed partnership integrations via synthetic control method, presented results to partners (e.g., Google, Spotify).

Google - Mountain View, CA .... **April 2011 - April 2014**
Quantitative User Experience Researcher

Guided pricing and product strategy using hierarchical bayesian modeling of discrete choice data.
Identified surrogate geographic research regions by applying exact-test statistics to census data.
Drove login experience redesign through in-person UX studies and live production experiments.
Generated leads for partnerships by data-mining usage of Google products across the internet.

American Enterprise Institute - College Park, MD .... **May 2009 - August 2009**
Research Assistant

Found discrepancies in tool which modeled welfare policy impact, worked with developer and resolved these errors.
Work was presented at APPAM policy analysis conference.

Selected Conference Posters, Presentations, and Tutorials

Identifying Surrogate Geographic Research Regions with Advanced Exact Test Statistics, AMA ART Forum, 2013, Chicago, IL.
Conjoint Analysis in R...Now with Individual-Level Utilities and Survey Mockups, AMA ART Forum, 2013, Chicago, IL.
Unlocking the Potential of Conjoint Analysis/Discrete Choice Modeling and MaxDiff Scaling in Public Opinion and Survey Research, AAPOR, 2013, Boston, MA.
Introduction to R for Marketing Researchers, at AMA ART Forum and Sawtooth Software Conference, both in 2013.
Behavioral Economics and International Antidepressant Sales, Cambridge University Department of Anthropology, 2010, Cambridge, UK.

Personal Pursuits

Lifelong saber fencer; competed internationally and in NCAA Division I.
Active visual artist; made a feature-length documentary in Croatia.

Education

A.B., Brown University, Applied Psychology
Class of 2010.5, Magna Cum Laude