

Yrian Derreumaux

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Education

University of California, Riverside
Doctor of Philosophy in Psychology (Quantitative Minor)

Riverside, CA
May 2023

San Francisco State University
Bachelor of Arts in Psychology

San Francisco, CA
June 2018

Experience

Getzesty.app
Co-Founder & Data Scientist

Remote
Jan 2021–Present

- Utilized data-driven insights, wireframing, and competitive analysis to inform marketing optimization, ad effectiveness, audience segmentation, and growth strategies
- Improved user retention rates by 30% through the implementation of a collaborative filtering system using TensorFlow and TFX for personalized recipe recommendations
- Conducted usability analysis, A/B testing, and website optimization using Google Cloud Platform (GCP) tools and services
- Enhanced content offering by 50% through training large language models using LangChain and conducting prompt engineering for AI-generated recipe creation

University of California, Riverside
Doctoral Researcher & Teaching Assistant

Riverside, CA
Aug 2018–Present

- Led 20+ research projects using experimental, qualitative, and survey-based methodologies, incorporating data visualization and experimental design principles
- Developed and implemented data-driven strategies using advanced statistical techniques (GLM, MLMs, longitudinal), research methodology, and machine learning models (clustering, sentiment analysis, PCA, k-means) for complex data analysis
- Developed and delivered lectures on research methodologies, inferential statistics, data visualization, and machine learning using R markdown to undergraduate and graduate students, reaching over 100 students annually
- Mentored 15+ undergraduate students, guiding them on data science project aspects such as data collection, processing, analysis, and presentation techniques

San Francisco State University
Lab Manager

San Francisco, CA
Aug 2017 – June 2018

- Established systems and processes for planning, executing, and monitoring experiments, gathering user data, and managing research projects using Python, R, and SQL
- Gained hands-on experience in applying research methods, such as surveys, experimental designs, and data analysis techniques

Skills

Programming: Expert in SQL, R (dplyr, ggplot2), and Python (NumPy, Pandas)

Data Analysis: Advanced in GLM, MLM, SEM, Drift Diffusion, Bayesian Modeling, Time Series, Experience in analyzing complex data and identifying trends and patterns.

Machine Learning: Proficient in NLP techniques and tools, Deep Learning, Decision Trees, Random Forests, Large Language Models, Adept at developing predictive models and forecasting for various industries

User Research: Expert in conducting user research, including interviews, usability testing, and surveys, to inform design decisions.