

Olesia Badashova

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<https://purple-sunrise.github.io/>

Product-driven ML practitioner with seven years of professional experience

PROFESSIONAL EXPERIENCE

CAREEM Superapp in the Middle East, acquired by Uber for \$3.1 billion

Dubai, UAE

Senior Data Scientist

2018-2022

- SuperApp RecSys. Engineered user embeddings using [Transformers4Rec](#), utilizing advanced deep learning techniques to predict user intent based on their interactions. Boosted user engagement with the home page by 19%.
- Optimized location search with a CatBoost ranking model, significantly lowering average rank by 4%-11% and reducing query length by 4%-12%.
- Designed Pickup Points recommendation using DBSCAN clustering, resulting in a reduction of cancellations by 0.2pp.
- Enhanced data-driven decision-making processes by increasing the usage of controlled experiments and collaborated in designing and deploying A/B tests with 5 data teams. Initiated company-wide A/B testing guidelines building trust in experimentation. Applied Causal Inference ([diff-in-diff_IV](#)) to analyze non-trivial experiments.
- Pioneered a research paper reading club to explore the latest techniques and their potential applications at Careem.

MACHINE.KITCHEN Start-up specializing in Applied Deep Learning

Moscow, Russia

Senior Data Scientist

2017-2018

- Built an LSTM model for Bitcoin price prediction at 5-minute intervals, achieving a 95% accuracy in the forecast directions.
- Trained a sentiment prediction model for cryptocurrency-related tweets with 78% accuracy, aiding investment decisions.
- Designed an Android app for chaw sound detection, trained CNN model on TensorFlow, and ported it on mobile.

SPUTNIK.RU Russian search engine

Moscow, Russia

Fullstack Software Engineer → Research Software Engineer

2013-2017

- Implemented a RandomForest model for explicit content classification, leveraging MapReduce tasks on the Hadoop cluster.
- Built a NER CRF model to accurately recognize persons, locations, and organizations in news articles.
- Architected a specialized search engine for texts with similar topics based on the Doc2Vec model.

SOGE INTERACTIVE

Bryansk, Russia

Fullstack Software Engineer

2011-2013

PROJECTS & RESEARCH

INSEAD PAPER No. 2021/62/MKT

2021

- Co-authored a research paper, “Should Firms Promote Public Health to their Customers? Evidence of Economic Impact from a Natural Experiment in Ridesharing” analyzing ~4 million customer trips.

APP YOU LAUGH YOU LOSE

2017

- Secured second place in the ML hackathon with a mobile app that used CNN face emotion recognition on a device.

EDUCATION

NEWPROLAB BIG DATA SPECIALIST

Moscow, Russia, 2015

BGTU BRYANSK STATE TECHNICAL UNIVERSITY

Bryansk, Russia, 2007-2012

S.D. in Computer Science w/ High Honors (equiv. to Masters in US/UK)

SKILLS

- Languages: Python, SQL – proficient; R, Java, Scala, JavaScript – familiar, used in some projects
- Data: PostgreSQL, HDFS, MongoDB, Redis, RabbitMQ
- DevOps/MLOps: Linux, Docker, CI/CD, AWS, Airflow, Redash
- RnD: Pandas, SkLearn, Numpy, CatBoost, Keras, PyTorch, Tensorflow