Alejandro Barón García – AI & Data Professional

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Versatile generalist AI profile, I enjoy working on the full view. My professional experience & education make me suitable for a wide range of data related tasks, from model training to deployment, using proper Data Science, Machine Learning & MLOps practices.

Professional Experience

Senior AI Research Engineer @ NielsenIQ (May 2024 – Present)

In charge of designing and providing models and tooling to satisfy internal client needs for processes automation in the e-commerce domain.

- Refactored notebooks/legacy code into Databricks/Spark pipelines (turning a 3 days manual process into an 8h automatic flow) that supports large scale/data (up to 650M records datasets) projects across multiple countries turning production data into ML datasets, enabling faster prototyping and automatic production trainings.

- Bringing finetuning of LLMs into production while integrating business and operation teams requirements, which boost process automation by 10%

- Internal tooling for GenAI and LLM model prompting and interactions, enabling researchers for fast and reusable prototyping.

AI Research Engineer @ NielsenIQ (May 2022 – Apr 2024)

Automated manual labour and internal company processes using Deep Learning NLP techniques, while bridging the gap between research, software engineering and production in a hybrid role.

- Introduced the use of deep contrastive learning techniques to beat the problem of huge label spaces in granular/few/zero shot learning scenarios, saving hundreds of manual labour hours. Improved the pre-existing deep learning models for text classification improving accuracy by 5% and reducing training time from multiple days to hours.

- Proposed LLMs/GenAI driven synthetic data generation flows to boost low sample size models metrics by +10%.

- Developed an internal Azure and AzureML interactions CLI + python SDK library, hosting shared utilities across projects (improving team's code versioning & reutilization, most DL projects fell under this library).

- Contributor to the internal ML & DL PyTorch Lightning based framework used across all the R&D projects

Data Scientist @ PredictLand (Sep 2021 – Apr 2022)

- Development of client solutions using data science and Machine Learning. Worked in both early-stage projects (from proposal drafting to proof-of-concept) and stablished projects, including deployments and cloud interactions

- Some of the domains and technologies were: Signal Processing, Convolutional Neural Networks, model deployment, cloud and API interactions automatization for model-training platforms

Education

- **BSc in Statistics** @ University of Valladolid (Sep 2015 – July 2020)

    Grade: 8.67 / 10 (2nd best academic record)

- **BEng in Computer Engineering** @ University of Valladolid (Sep 2015 – July 2020)

    Grade: 8.37 / 10 (5th best academic record)

- **MSc in Mathematics (Statistics Specialization)** @ University of Valladolid (Sep 2020 – July 2021)

    Grade: 9.21/10. ("GIR IMUVA award" for academic excellence)

Skills

Tech Stack: Python, PyTorch, Tensorflow, Docker, Cloud (Azure, AzureML), Sci-kit / sklearn, numpy, pandas (on pySpark), R, Linux

Techniques: Machine & Deep Learning (Classification, Clustering, Computer Vision, NLP...), Model-based & Bayesian Statistics, Data Visualization, Model Deployment, Interpretability methods