

PAULA VASCONCELOS, PHD



Versatility, creativity, critical thinking, strong analytic skills, and a taste for challenge are some of my most defining characteristics. I am skilled in mathematical and statistical modelling, and I am very driven to start new projects and see them to completion. I am currently working as a data scientist for a gaming company, where I enjoy employing the tools of data analytics and machine learning to get actionable insights into the fascinating world of video games.

CONTACT

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SKILLS

Professional Skills

- Machine learning
- Artificial Intelligence
- Mathematical modeling
- Statistical modeling
- Data analysis
- Algorithm development
- Data visualization

Soft Skills

- Critical Thinking
- Analytic Mindset
- Problem solving
- Creativity
- Curiosity
- Teamwork
- Flexibility
- Attention to detail
- Autonomy

Programming Languages

- Python
- R
- SQL
- MATLAB
- Wolfram
- bash
- Ruby

Operating Systems

- Linux
- macOS
- Windows

Softwares & Tools

- Jupyter Notebook
- RStudio
- VSCode
- Git
- AWS
- Mathematica
- MATLAB

Languages

English
Portuguese
Swedish



WORK HISTORY

📅 2023

📍 *Might And Delight AB (SE)* **Data Scientist**

- Experience with several supervised machine learning (Linear Regression, Logistic Regression, Naïve Bayes) and unsupervised machine learning (Decision Trees, Random Forest, XGBoost, K-means, DBSCAN, HDBSCAN, UMAP, PCA, Latent Dirichlet Allocation) methods.
- Experience with most relevant Python libraries such as pandas, NumPy, scikit-learn, TensorFlow, PyTorch, Matplotlib.
- Designed and implemented natural language processing models to perform topic modelling and sentiment analysis on textual data (reviews, questionnaires, Discord channels).
- Designed and implemented unsupervised machine learning models to predict player churn based on metrics of playing behaviour.
- Designed and implemented unsupervised machine learning models to classify players into distinct groups (player personas) based on player behavior data and textual data.
- Performed network analysis on game titles owned by a subset of players of a game
- Made several dashboards and reports with KPI's and in-game metrics geared towards different company stakeholders.
- Made a Slack bot to alert of new Steam forum posts and their sentiment score.
- Collaborated with game developers on deciding what data to track in different games.
- Created custom scraping scripts to extract relevant data from the Steam platform: reviews, users owned and wishlisted games.
- Extracted data from SQL databases.
- Collaborated in designing company's own database for gathering and storing game data.
- Collaborate on an ongoing basis with marketing team to implement results of data analyses.

📅 2015-2022

📍 *Uppsala University (SE)* **Doctoral researcher**

- Proficiency in calculus, linear algebra, and game theory.
- Developed and analyzed both discrete time and continuous time mathematical models of evolution.
- Developed and performed agent-based models.
- Developed algorithms for performing computer simulations.
- Performed statistical modelling (time series analysis, regression analysis) on data from computer simulations.
- Presented research findings via oral communications in multiple conferences around Europe.
- Wrote four research papers.

📅 2013-2015

📍 *Universidade Federal de Minas Gerais (BR)* **Masters researcher**

- Performed bioinformatic analyses.
- Statistically analyzed genomic data using bash, Python and R.
- Performed statistical modelling (Approximate Bayesian Computation, clustering).
- Presented research findings via oral communications in multiple conferences in Brazil.
- Wrote one research paper.

📅 2010-2012

📍 *Freelance* **Webdeveloper**

- Created and maintained websites geared towards affiliate marketing.
- Designed websites' interfaces.
- Optimized websites performance, layout, functionalities, and navigation.
- Created and maintained databases.
- Performed SEO.

EDUCATION

📅 **Paused 2023**

📍 *Stockholm University (SE)* **MSc Artificial Intelligence**

📅 2022

📍 *Uppsala University (SE)* **PhD Mathematical Biology**

📅 2015

📍 *Universidade Federal de Minas Gerais (BR)* **MSc Population Genetics**

📅 2012

📍 *Universidade Federal de Minas Gerais (BR)* **BA Philosophy**

