

# Kevin A. Rosenfield, Ph.D. | Product Data Scientist

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## Executive summary

I am a Data Scientist and Product Analyst with a strong track record in establishing and leading product analysis functions. I possess advanced skills in data analysis (statistical, predictive modeling) and visualization tools (R, Python, SQL, Tableau). My collaborative approach drives data-driven decision-making, stakeholder engagement, and strategic product direction. I have a proven ability to deliver impactful reports.

## Experience

### **Quantitative UX Researcher**

*May 2022 - Mar 2023*

#### **Indeed Inc.**

Employed a variety of quantitative research methodologies to analyze user experiences and conduct product analytics across diverse product lines and user groups, and wrangled and analyzed extensive event-based data.

#### Key responsibilities and accomplishments:

- Enhanced product teams' ability to leverage user journey data by building internal tools and data pipelines to easily conduct clickstream analytics on tens of millions of user actions and page views.
- Validated small-sample qualitative research insights with rigorous quantitative analyses of data representing 10,000+ users.
- Positively impacted colleagues' proficiency in leveraging data for decision-making by teaching quantitative methods to a variety of stakeholders and frequently providing data-related troubleshooting support via internal Slack channels.

### **PhD Candidate**

*Aug 2016 - May 2022*

#### **Penn State University**

Investigated the biology of human mating strategies using laboratory, experimental, and survey methodologies.

#### Key responsibilities and accomplishments:

- Significantly contributed to advancing our understanding of human social behavior and biology through the publication of 10 co-authored and 3 first-authored research articles. which received over 190 citations.
- Established innovative methodological techniques for sampling and evaluating research data, enhancing the impact of research conducted by all lab members, from interns to senior faculty.
- Created open source R and Python tools for users to reproduce novel statistical and agent-based modeling techniques.

### **Data Analysis Consultant**

*Aug 2021 - May 2022*

#### **Burberry**

Provided custom data tools and analyses for a luxury clothing and apparel brand's flagship NYC location.

#### Key responsibilities and accomplishments:

- Generated sales reports and visualizations using R and Tableau for presentation at 5 monthly sales meetings.
- Created employee shift and sales-tracking templates using macros in MS Excel for HR stakeholders.
- Coded Rshiny and Python Flask apps to log and track details of sales leads and customer appointments.

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## Experience (continued)

**Data Analyst**  
**All Inbox, LLC**

*Sep 2015 - June 2016*

Provided real-time quantitative insights and alerts based on millions of email marketing data points per day.

Key responsibilities and accomplishments:

- Ran A/B tests to compare competing marketing language, graphics, and layouts.
- Automated repetitive tasks using R and Excel, saving colleagues over 12 hours per week.

**Master's Student and Research Scientist**  
**University of Roehampton, London**

*Aug 2014 - Aug 2015*

Investigated non-human primate visual perception and mating using a novel field experimentation methodology.

Key responsibilities and accomplishments:

- Designed and obtained ethics approval and funding for a study of visual perception and mating preferences.
- Generated study data by conducting field experiment with 106 free-ranging rhesus macaques.
- Analyzed data with multiple linear regression in R and presented work to hundreds of researchers at 3 conferences.
- Findings were published by the Royal Society of London, downloaded by 4,680 readers, and cited by 9.

## Education

<b>Ph.D., Biological Anthropology</b> <b>Penn State University</b>	<b>2022</b>
<b>Data Analytics Professional Certificate</b> <b>Google</b>	<b>2022</b>
<b>M.S., Primate Behavior</b> <b>University of Roehampton</b>	<b>2015</b>
<b>B.S., Evolutionary Anthropology,</b> <b>Rutgers University</b>	<b>2011</b>

## Hard Skills

**R:** dplyr, stats, ggplot, RMarkdown, Rshiny; **Python:** flask, numPy, pandas, OOP; **Tableau:** dashboarding, dynamic plots; **SQL:** joins, filtering, data analysis; **MS Excel:** pivot tables, macros, adv. formulas; **Experimental design:** a/b testing, controls, sampling; **Statistics:** descriptives, regression, mixed-effects, clustering; **Product analytics SaaS:** Datadog, fullstory; **Survey research:** Qualtrics, maxDiff

## Soft Skills

**Leadership:** Grad Student Association President; **Communication :** Gave talks at 5 scientific conferences; **Teaching:** Instructor for 8 anthropology courses, co-led 2 R workshops at Indeed Inc.; **Teamwork:** Collaborator on 5 multidisciplinary projects