

Kyle Demeule

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Technical Skills

Programming Languages: Python, R, Ruby, C#, C, PHP, Java, Javascript

Data Engineering: MySQL, Redshift, BigQuery, Kafka, Spark, Prefect, DBT, GCP, AWS

Statistics: Hypothesis Testing, Experiment Design, Survival Analysis, Machine Learning

Analytics: Segment, Looker, Periscope, Jupyter, PopSQL

Professional Work History

Data Engineer

August 2022 – May 2023

Hailo, Vancouver, BC

- Created Python data pipelines orchestrated by Prefect to ingest data from third party APIs sourced using REST, GraphQL, FTP, and HTML parsing.
- Built data warehouse that synced data from main Hailo application via GraphQL API, writing to BigQuery and modeling using DBT for reporting and analysis.
- Provided analytical queries and reporting in BigQuery to inform on price changes, project ordering volumes, and identify anomalous behavior.

Senior Data Scientist, Product Growth

February 2020 – August 2022

Clio, Burnaby, BC

- Conducted qualitative analysis of product adoption, identifying key friction points and developing hypotheses for their optimization to increase Product Growth.
- Designed statistically sound experiments to test hypotheses from research.
- Provided specifications of required event tracking to measure experiments.
- Created reporting dashboards for monitoring and diagnosis of running experiments.
- Analyzed experiment results to evaluate original hypotheses and find new customer insights. Documented results in easy to read write ups that were widely distributed.

Data Scientist

February 2016 – February 2020

Clio, Burnaby, BC

- Contributed to Clio's overall data-driven culture by collecting, analyzing, and presenting insights on business operations and the customer life-cycle.
- Analyzed and implemented lead prioritization strategy by creating a regression model to predict conversion. Increased lead conversion rate by over 100%.
- Using tracked HTTP request data on marketing sites, created a multi-touch attribution model to accurately calculate CAC and ROI for various paid marketing channels.
- Maintained a self-serve business intelligence system that enabled access for every individual at the company to data and reporting. Diagnosed slow and expensive queries, configuring materialization of common queries for increased performance.
- Developed ETL pipeline using Kafka to sync data from production MySQL database to Redshift for analysis and reporting.

Software Developer

March 2013 – August 2015

Clio, Burnaby, BC

- Maintained a web application for legal practice management written in Ruby on Rails.
- Worked with designers in an agile environment to ship beautiful features frequently.
- Wrote a completely new version of an internal framework to leverage new libraries and enable a complete UI/UX overhaul of the main web application.
- Performed code reviews of junior to senior developers' work for better code quality.
- Wrote Rspec unit and integration tests to build confidence in code correctness.

Education

Master of Computer Science

September 2019 - April 2021

University of Illinois, Urbana-Champaign

Bachelor of Science, Computing Science

September 2008 - December 2012

Simon Fraser University, Burnaby

Co-op Work History

Software Developer, Co-op

January 2012 – August 2012

Metalogix, Vancouver, BC

- Part of Migration Manager for SharePoint team, an application written in C# for migrating data between SharePoint servers and sites.
- Researched and experimented to determine exact functionality and limits of SharePoint and its several APIs including Object Model, Web Services, and CSOM.
- Investigated and resolved bugs in Migration Manager Software.
- Ran automated and manual tests and wrote reports detailing test results.
- Modified several user interface dialogues to improve flow and user experience.

Software Development Engineer, Intern

May 2011 – August 2011

Microsoft, Redmond, WA

- Rewrote the .NET assembly MSIL disassembler Ildasm in managed code for improved clarity, maintainability, and extensibility.
- Wrote a technical specification by initially consulting with engineers on potential designs, having the draft reviewed and then revising based on review feedback.
- Utilized and contributed to the Common Compiler Infrastructure, an open source Microsoft Research project for analyzing and modifying .NET assemblies.
- Debugged the portable executable verifier PEVerify, part of the Common Language Runtime.
- Used Team Foundation Server for source control and bug tracking.

Web Developer, Co-op

September 2010 – December 2010

Research In Motion, Waterloo, ON

- Developed web based tools using PHP to automate lab procedures resulting in improved efficiency and reduced errors.
- Configured services to store and retrieve test data from labs around the world.
- Developed tools using PHP and JQuery to generate interactive graphical reports.
- Built a service for managing multiple aspects of devices as they undergo testing for various government and independent standard certification.

Other Work

Teaching Assistant, CMPT 110

September 2012 – December 2012

Simon Fraser University, Burnaby, BC

- Assisted in the teaching of CMPT 110 - Programming in Visual Basic.
- Marked assignments and exams and provided solutions to assignments.
- Helped students with material through office hours and one on one consultation.
- Provided lectures on normal course material in the professor's absence.

Volunteer

VIFF Front of House

September 2022– October 2022

Vancouver International Film Festival

- Provided information to attendees on films, locations, screening times, and ticketing.
- Managed lines at venues and helped with ticketing and entry.
- Collected and tabulated voting for audience film awards.

Certifications

Occupational First Aid Level 1

May 2019

WorkSafe BC

Adwords Search Certification

July 2016

Google