

Afton Coombs

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Education

M.S. Computer Science – Georgia Institute of Technology – 2021-present

M.A. Linguistics – University of Southern California – 2012-2015

B.A. Linguistics, B.A. English/Creative Writing – University of California, Los Angeles – 2006-2011

Master's Student & Researcher | Georgia Institute of Technology (remote) January 2021 to present

- Completed courses: artificial intelligence, ethics, human-computer interaction, artificial intelligence for robotics, artificial intelligence in video game design
- Original research: gender and demographic-based differences student outcomes and opportunities in computer science

Data Scientist | Spotify June 2021 to August 2023

- Launched new features through A/B testing and inferential modeling
- Maintained UX guardrails and monitoring anomalies/crashes in existing features
- Engineered a comprehensive set of analytics-facing datasets for the product area
- ★ Helped successfully launch new features reaching millions of Spotify users; performed experimentation for new features which led to increased product reach and revenue

Data Scientist | Hulu January 2021 – May 2021

Analyst | Hulu October 2019 – December 2020

- Built and maintained time-series financial and subscriber forecast models
- Developed internal web apps to allow business users to self-service use of marketing models
- ★ Brought tools for marketing mix models in-house; contributed to an NLP/time series anomaly detection model based on social media and viewership data, which won a hackathon

Data Scientist | Magid April 2019 – October 2019

- Performed data engineering/ETL and statistical testing of data related to TV viewership
- Developed client-facing web apps for reporting and data visualization
- ★ Designed and carried out experimentation related to data quality; made significant UI improvements to the subscription-based web apps that were the main business product

Data Scientist | Murphy Research June 2016 – April 2019

- Performed statistical analyses for client-based research studies (regression, clustering, decision trees, optimization searches, PCA/factor analyses, and sentiment analysis)
- ★ Grew the data science/software engineering team from two to five members, bringing statistical analysis and software engineering completely in-house; developed data science libraries for the company to streamline and automate reporting

Consultant June 2015 - June 2016

- Performed data collection, experimentation, and visualization for speech tech and accessibility
- ★ Received positive feedback from clients around the globe, including Appen and Facebook

Skills

Python | R | SQL | Tableau | DBT | HTML/CSS | JavaScript | Java | Matlab | C# | Unity | git | OOP | documentation | testing | package development | ETL | data pipelining | experimentation | statistics | forecasting | machine learning | data visualization | dashboarding | Shiny | Dash | Streamlit