

Zubia Mansoor

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Skills Summary

Managerial Skills	Growth strategies, stakeholder management, vendor evaluation, executive analysis, AOP briefs, panel interviews
Programming Tools	R, Python, PySpark, Databricks, Azure DevOps, Snowflake SQL, Adobe Analytics, AWS, Tableau, Git, Bash
Machine Learning	CNNs, variational autoencoders, contrastive learning, neural embeddings, multimodal modelling, XGBoost
Statistical Methods	A/B testing, Bayesian & frequentist inference, regression models, time series analysis, experimental design

Work Experience

Lululemon Athletica

Vancouver, Canada

Senior Machine Learning Scientist | Artificial Intelligence & Strategy

Oct 2021 - Present

- Managed 25+ cross-functional AI initiatives with multiple workstreams & stakeholders, generating millions in annual revenue
- Mentored a team of 4 ML scientists to strategically identify business opportunities, and present to non-technical audiences
- Established digital/retail strategy for new market entries in EMEA and China, driving revenue for international business units
- Partnered directly with senior leaders and executives to define AI roadmaps and data-driven business recommendations
- Increased annual revenue by 14.2% using computer vision and NLP to show personalized recommendations for email marketing
- Realized 1.1% uplift in order conversion rate (OCR) by deploying a trending color badge online, targeting new guests and gifters
- Drove high revenue off of +1.03% OCR using multimodal embeddings to show products recommendations for zero search results
- Grew average guest spend by 3x through contextual recommendations in the clientelling program for membership guests
- Built a computer vision tool using PyTorch that creates stylistic prints for designers, cutting down go-to-market by 3-4 weeks

Brainstation

Vancouver, Canada

Lead Instructor | Data Science [View Event](#)

Feb 2023 - Present

- Lead certification courses in data science to mentor early-career professionals, analysts, product managers for industry skills
- Host hands-on technical workshops in Python and PyTorch to upskill professionals with foundational generative AI tools

Ontario Teachers' Pension Plan

Toronto, Canada

Quantitative Analyst Intern | Capital Markets

Jan 2021 - Apr 2021

- Devised a production-ready risk management framework in Matlab that achieves target volatility across time and asset classes
- Employed time series models like exponential moving averages to dynamically adjust portfolio allocations that generate profits
- Collaborated to design and set up a central repository and web documentation of key financial metrics like volatility and turnover

Indian Statistical Institute

Kolkata, India

Data Science Consultant | Statistical Quality Control Division [View Publication](#)

May 2018 - Oct 2018

- Collaborated with chemical engineers to improve the quality control process at a paper manufacturing company
- Reduced annual costs by 500K CAD by building a hybrid SVR-RT ensemble model to optimize chemical consumption
- Co-author in "A hybrid regression model for water quality prediction" - Chakraborty, T., Chakraborty, A.K. & Mansoor, Z. Springer

Education

Simon Fraser University

Burnaby, Canada

Master of Science in Statistics, CGPA: 4.27/4.33 [View Graduate Thesis](#)

Sep 2019 - Aug 2021

- Dean's Graduate Fellowship, Statistical Society of Canada Student Award, Mitacs Research Training Award, CERi Fellowship
- Compared the robustness of humans and deep neural networks on out-of-distribution (OOD) data for image recognition tasks
- Employed transfer learning in deep neural nets to make OOD performance more human-like using Python (keras, tensorflow)
- Parallelized jobs to create 8 different image distortions using 1.5 TB of ImageNet data to evaluate different CNN architectures

St. Xavier's College

Kolkata, India

Bachelor of Science (Hons.) in Statistics, minor in Mathematics and Economics

Jul 2015 - Jun 2018

- First Class with Distinction (top 5% of cohort)