

A. Jordan Nafa

DATA SCIENTIST, BAYESIAN STATISTICIAN, ML ENGINEER

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Core Competencies

- Bayesian Statistics
- Causal Inference
- Decision Science
- Experimental Design
- Machine Learning
- Data Visualization
- Written & Verbal Communication
- Programming

About Me

Data Scientist and statistician experienced in designing and building scalable production systems for experimentation, optimization, promotional pricing, personalization, and marketing analytics from the ground up. Skilled in applying Bayesian inference, causal modeling, and decision science to inform business decisions, drive value, and communicate uncertainty to stakeholders. Adept at explaining and simplifying complex statistical concepts for colleagues, stakeholders, and executives.

Professional Experience

Game Data Pros, Inc. | Data Scientist

February 2023 – Present

- Developed and implemented robust scalable production systems for Bayesian A/B testing of promotional campaigns in mobile and console games using Stan and Python.
- Building and maintaining a production platform for Bayesian inference and the automatic detection of heterogeneous treatment effects in experiments with millions of users, allowing the business to identify areas for personalization and optimize revenue.
- Designed and built a process for detailed end-to-end Bayesian analysis and automated reporting of ad campaign results using R and Quarto.
- Designed and supervised the implementation of a system for multi-arm bandit optimization.
- Wrote a software specification and built a prototype for a scalable probabilistic machine learning architecture based on Bayesian Additive Regression Trees and JAX
- Managing and coordinating the timely execution of large data science and data engineering projects.

University of North Texas | Teaching Fellow

October 2021 – March 2023

- Taught multiple undergraduate courses as instructor of record in the Department of Political Science.
- Designed and built undergraduate courses in Bayesian causal inference for social science research and American political behavior.
- Making extensive use of data visualization tools in R and Python to distill and communicate complex topics to non-technical audiences.
- Mentoring students and advising colleagues on statistical analysis and scientific programming.

University of North Texas | Research Scientist

August 2018 – October 2021

- Implemented efficiency tuning for Bayesian models to deliver increases in computational performance gains of up to 700%

- Wrote an R script to fully automate cross-platform data entry and reduce five hours of work per week to less than ten minutes.
- Directing, writing, and analyzing quantitative studies using data from a variety of sources.
- Collaborating on a variety of scientific research projects focused on the development and application of Bayesian inference in the social sciences.
- Consulting on aspects of research design, statistical analysis, data cleaning, scientific programming, and reproducibility.

Skills and Proficiencies

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|------------|----------|----------|
| • Stan | • Python | • Docker |
| • HTML/CSS | • AWS | • R |
| • Git | • Quarto | • SQL |

Education

University of North Texas, PhD Candidate (ABD) in Political Science **December 2024**

- Passed qualifying exams with distinction in February 2021 and entered Doctoral candidacy (ABD) in August 2021. Left PhD program with a Masters in December 2024.

Texas Woman's University, Bachelor of Science in Government **August 2018**

- Minor in computer science