

Maria Tsfasman

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[Linkedin](#) | [Google scholar](#) | [Github](#)

I'm a data scientist and AI researcher who loves turning complex, messy data into actionable insights. Over my career, I've been helping businesses with everything from building ML pipelines to optimising internal business workflows with Gen AI tools. My PhD work at TU Delft taught me how to ask the right questions, design solid experiments, collect and curate complex datasets, and mentor junior researchers. My most recent Data & AI consulting projects (e.g. prototyping AI features for an edtech startup) have shown me how to make an impact with simple data-driven solutions. I get my energy from human-centred data and working with people from different professional and social backgrounds (brainstorming, pitching, guiding, collaborating). I am looking for a long-term commitment, now that I am settled in the UK.

EDUCATION

Ph.D. Computer Science (AI & HCI) Delft University of Technology (TU Delft)	Delft, Netherlands 2020 - 2025
M.Sc. Artificial Intelligence, with Distinction Radboud University	Nijmegen, Netherlands 2018 - 2020
B.Sc. Fundamental and Computational Linguistics (NLP) National Research Institute HSE	Moscow, Russia Jul 2016 - Jul 2017

WORK EXPERIENCE

Data & AI Consultant

- GoodUp - social corporate responsibility platform** Sep 2025 – present
- Created efficient CRM data transfer and enrichment workflows with novel **Gen AI tools**
 - Created new, AI-centred workflows, reducing team workload by 25%, leaving more room for customer-centred work that matters.
 - Improved customer-facing data dashboards in Looker (SQL), for clear platform impact assessment.
- SignOnSpot - sign language learning B2C platform** Dec 2024 – Jul 2025
- Prototyped and developed an explainable multimodal AI feedback feature using **Time-Series Analysis and LLM techniques**. Drafted and maintained GDPR-compliant user licence agreements & data privacy statements.

AI & HCI Researcher (PhD)

- The Hybrid Intelligence Centre & Intelligent systems, TU Delft** Delft, Netherlands
Sep 2020 – Dec 2024
- Created a large multi-modal time-series dataset for next-generation automatic meeting support and performed comprehensive quantitative and qualitative **statistical data analysis and visualisation** (Python, Pandas, Matplotlib, R)
 - Developed and deployed end-to-end **Statistical Modelling (ML) pipelines** using Python libraries like NumPy, PyTorch, and TensorFlow on an AI cluster, achieving robust, above-chance performance across 10k+ simulations.
 - Presented research, wrote research reports, mentored junior researchers in AI, data analysis, and ethical research practices.

Research Internships

- Cognitive Developmental Robotics Lab, IRCN, The University of Tokyo** Japan, Jan 2020 – Aug 2020
- Developed Recurrent Neural Networks to replicate human behaviour with 89% accuracy (Python), deployed Explainable AI techniques for insights into human cognition & decision making.
- The Institute for Intelligent Systems and Robotics, Sorbonne** France, Aug 2019 – Nov 2019
- Created biologically-inspired Reinforcement Learning algorithms, outperforming existing baselines by 11%.

SKILLS

Programming languages & tools: Python, SQL, R, MATLAB, Jupyter, Git, Google Cloud, Latex, Databricks, Excel (VBA)

Analytics: Statistics, Machine Learning (NumPy, Pandas, SciPy, Scikit-Learn, MatPlotLib, statsmodels, PyTorch, Causal inference, Containerization, Parallel computing, Cloud computing (Google Cloud Platform))

Data skills: Feature engineering & selection, Data mining, collection, visualisation & curation, Data ethics (GDPR, AI Act)

Languages: English (fluent), Russian (fluent), French (B2), Italian (B2), Dutch (B1)