AARAV PILLAI

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EDUCATION

MSc Data Science and AI for the Creative Industries Grade: Distinction
Creative Computing Institute, University of the Arts London

PG Cert Public Policy (Specialisation: Tech Policy) Grade: A
The Takshashila Institution

BBA (Hons.) Business Administration Grade: Honours
Kingston Business School, London
Secretary of the Cinema Appreciation Society

SKILLS

Programming Languages	Python, Javascript, SQL, Processing, LaTeX, HTML/CSS
ML Libraries	Tensorflow, PyTorch, Pandas, Numpy, Matplotlib, OpenCV, Keras
Tools and Software	Git, Facebook Pixel, Google Analytics, Tableau, SPSS, Figma, AWS, Azure, Jira
Certificatons	Ethical Generative AI, FinTech, Game Theory, UX Design (View Credentials)

WORK EXPERIENCE

Self-Employed Dec 2024 - Present
Independent Data Scientist *Alleppey, India*

- Conducted time-series and causal analysis for a foreign think tank using ACLED European protest data and EU Parliament speech and legislative datasets to examine links between climate protests and climate-related policy outcomes; work conducted under NDA
- Awarded the competitive InSIG Fellowship and yIGF Fellowship
- Independently developed and delivered a course on ethical computational filmmaking
- Served as a panelist on Internet Governance for marginalized communities for ISOC Mumbai Chapter.
- Research Director at Qinārā AI Lab

Creative Computing Institute, University of the Arts London Oct 2023 - Nov 2024
Associate Lecturer, Generative AI and Data Science *London, UK*

- Delivering lectures, grading assignments, and participating in research activities for the MSc Data Science and AI for the Creative Industries and the MA/MSc Computing and Creative Industry programmes.

Research and Teaching Assistant Oct 2022 - Sept 2023

- Worked on the 'Believe in Us' research project with the NHS and Royal Borough of Greenwich, redesigning healthcare services for the UK's learning-disabled and autistic individuals. Made use of Large Language Models (LLMs) trained on NHS health data and open source comedy scripts to output simplified, humorous versions of complex medical terminology, enhancing accessibility and reducing user apprehension
- Facilitated lab sessions for code-walkthroughs for IU000131: Natural Language Processing, IU000133: Artificial Intelligence for Media, and IU000134: Data Science for the Creative Industries

Good With Ltd. Oct 2022 - Feb 2023
Conversational AI Designer *London, UK*

- Researched and developed personalised conversation flows on finance related topics for the startup's financial wellbeing chatbot, and user tested it with our beta-users
- Was instrumental in the development of the conversation framework that was used in an academic research project conducted with the University of Plymouth

Digibroadcast Co. Ltd. July 2019 - March 2020
Digital Marketing Coordinator *London, UK*

- Worked towards instituting a design-led development process for the website, and implemented dynamic product ads (DPAs) using Facebook Pixel data resulting in a 35% increase in website sales from retargeted users.
- Materialized a 'premium distributor' relationship with various brands such as Sennheiser and SchnittPunkt

World Leaders Summit - MUN Conference Aug 2016 - July 2018
Founder and Secretary General *Mumbai, India*

- Staffed and supervised a team of 20 members for both the years, attended all sponsorship meetings, and emphasized on introducing young underprivileged students to MUNs by conducting free workshops at low-resource schools. Relevant Links: Facebook Page, Aftermovie '18, Aftermovie '17
- Over 200 delegates attended the maiden edition of the conference, and we successfully partnered with University of Mumbai, CRY, Nilkamal, ED Times, Lumos IT Solutions, Teach for India, etc.

Canon India May 2018 - July 2018
Marketing Intern *Mumbai, India*

- Boosted camera sales by 10% via independently organising 19 corporate photography workshops in 2 months with brands such as Mercedes, Thomas Cook, Bank of America, etc.

DSP BlackRock Mutual Fund May 2017 - July 2017
Core Finance Intern *Mumbai, India*

- Worked with budget analysis and month-end closing processes during core team meetings.

Safecity App Aug 2016 - Feb 2017
Research Intern *Mumbai, India*

- Conducted qualitative and quantitative research for Safecity app, gathering insights on street harassment through personal stories for data-driven heat-maps.

Future Words of Yesterday Magazine May 2014 - Dec 2015
Founder and Editor-in-Chief *Remote, Global*

- Founded and led Future Words of Yesterday, a digital culture magazine focused on social justice and futurist discourse; scaled the first issue to 6,000+ reads organically: (Magazine Profile)

PROJECTS

Natural Language Processing and Accessibility Built three readability classifiers using Naive Bayes, CNN, and distillbert, trained on a self-built corpora of English textbooks from various countries. Also performed dataset analysis by visualizing word vectors with t-SNE to explore possible patterns in the way English is taught in different countries. (View it here)

Chatbot Development Xela is a gender neutral chatbot that aims to help users find more diverse books, built following inclusivity guidelines by AI researcher Josie Young. (View it here)

Creative Image Clustering Clustering an image dataset that juxtaposes brutalist buildings with super-scaled cats as a means of introducing warmth to the often-perceived-as-cold forms of brutalism. (View it here)

EXTRA-CURRICULAR ACTIVITIES

- Elected as the Secretary of the Cinema Appreciation Society at Kingston University
- Headed the photography department for the Kingston University's festival 'Zion'