

**ALEX MATRAJT FRID**

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## EDUCATION

**Master of Science in Business Analytics**, Rady School of Management 06/2026

University of California, San Diego, CA

- Relevant Courses: SQL and ETL, Web Mining & Recommender Systems, Supply Chain & Fraud Analytics (Pending)

**Bachelor of Science, Data Science; Minor: Mandarin Chinese** 05/2025

University of Michigan, Ann Arbor, MI

- GPA: 3.7 / 4.0
- Relevant Courses: Data Structures and Algorithms, Database Management Systems, Intro to ML, Applied Regression Analysis, Conversational AI, Linear Algebra, Engineering Statistics

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## EXPERIENCE

**Independent Researcher**, Datamaze Lab, Ann Arbor, MI 08/2024 - 04/2025

- Developed end-to-end GPT-4 pipeline to analyze SEC 10-Q filings and link business risks to KPIs, cutting analysis time by 90% and enabling rapid financial insights on major social media firms
- Designed LLM prompts using prompt engineering to guide model attention and improve output consistency
- Produced network and time-series visualizations to track business risks and their impact on 53 key KPIs across four years of data, supporting investor decision making

**Soccer Data Analytics Intern**, Penta Labs, Mexico City, Mexico 07/2024 - 08/2024

Sports data science consulting startup in Mexico City serving local and international professional soccer teams

- Implemented Voronoi-based spatial algorithm to analyze 5,000+ match events, mapping player influence zones and optimizing space use during pressing events
- Delivered detailed heatmaps and actionable insights to top Mexican club, contributing to 39% drop in goals conceded

**Strategy Consultant**, Rem on Campus Consulting, Ann Arbor, MI 09/2022 - 12/2022

Consulting club at the Ross School of Business offering pro bono services to small businesses impacted by COVID-19

- Optimized inventory tracking methods for Mexican artisan goods retailer by identifying operational inefficiencies
- Designed TikTok strategy and newsletter mock-up, doubling social media traffic and driving e-commerce growth
- Presented final recommendations to owner with team, supported by visuals of key insights and implementation steps

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## PROJECTS

**ETL Supply Chain & Weather Data Pipeline**, SQL & ETL, Rady School of Management 08/2025

- Built ETL pipeline using Python and SQL in Snowflake to extract, load, and transform multi-format business data
- Created Snowflake views integrating sales and weather data to identify weather-driven revenue trends

**CaloriQ**, Capstone Project - AI & Database Team Lead, University of Michigan 01/2025 - 04/2025

Health and wellness website developed in a team of seven to make personalized fitness more accessible through AI

- Built PostgreSQL database integrated with DeepSeek's API to auto-generate meal and workout plans for 1,000+ users
- Engineered prompts for DeepSeek R1 to generate personalized, high-precision fitness plans within seconds
- Created AI chatbot to answer user queries and provide emotional support around fitness goals

**Deep Learning Dog Classifier**, Intro to Machine Learning, University of Michigan College of Engineering 11/2024

- Built and trained a CNN using PyTorch to classify Golden Retrievers vs. Collies, identifying background bias in Collie images
- Applied transfer learning with 8 additional breeds to boost test AUROC to 0.8544 and reduce non-dog feature reliance

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## SPECIALIZED SKILLS

- **Programming:** Python (Pandas, NumPy, Matplotlib, PyTorch, Scikit-learn), R (Tidyverse, ggplot2), SQL, C++
- **Analytical Methods:** Regression, Classification, Clustering, Neural Networks, Decision Trees, Random Forest, XGBoost, Hyperparameter Tuning, Embeddings, Prompt Engineering, LLM Fine-Tuning, EDA, NLP, UX Research
- **Operating Systems:** macOS, Linux
- **Tools:** GitHub, VSCode, Cursor, Docker, Excel, PowerPoint, Tableau, PostgreSQL, API Integration, Snowflake
- **Spoken Languages:** English (Fluent), Spanish (Native), Mandarin Chinese (Advanced)