MEHDI DOUMI

MDOUMI@GMAIL.COM | WWW.MEHDIDOUMI.COM

OVERVIEW

Dynamic thought-leader with a record of superior performance in biometrics, human interfaces, consumer goods and data science, seeking to leverage expertise in Global Project Management, Machine Learning, Product Design, Algorithm Design, 3D Modeling, Psycho-visual Science, and Data Science Management to support key business initiatives and vision within a progressive organization. Patents pending in VR & computer vision.

EXPERIENCE

L'ORÉAL USA, CLARK, NJ

Technical Group Leader 2013 – Present

Data, Consumer Devices, & Human-Product Performance

- Design consumer and technical devices to measure Hair, Skin, Eyes and Human Experience of product performance.
- Lead initiatives in creating mobile applications to capture and quantify human features and attract Consumers to POS for brand engagement.
- Lead large scale-human studies across the USA, China, and France to link human psychology data to objective data from sensors, financials and custom instrumentation that quantifies human eyes, eyebrows, lips, mascara, and skin (up to N = 2000)
- Responsible for data analysis, statistics, clustering, and psycho-visual testing; curate TBs of human quantitative and qualitative information; data visualization in Matlab, R, and PowerBi.
- Manage 6 operators and 2 entry-level scientists over 7 years

  Highlights
  - Leveraged A.I. to automate image quantification, color classification, and predict subjective choice among diverse user groups.
  - Developing real-time video capture system/software to quantify color and morphology of eyes, lips, and hair; created digital simulated image of lips and psychological software to perform preference testing in real-time.
  - Designated as Budget Committee member for $2M R&D evaluation budget.
  - Developed multimedia Communications for R&D, Operations and Marketing teams, translating science to non-technical teams.
  - Introduced and developed crowd-sourcing studies to understand human perception of color in relation to performance.

Product Development Scientist 2009 – 2013

Hair Care Lab

- Launched 30+ consumer hair products, as creams, aerosols, sprays, dispersions, and emulsions for luxury and professional divisions.
- Created new standard for visualizing for multi-dimensional product performance data.
- Created DOE plans for identifying the optimal ratios of chemicals.
- Awarded bonuses for 3 out-of-box solutions on data visualizations, and new product design

EDUCATION

RUTGERS UNIVERSITY, NEW BRUNSWICK, NJ

M.S. in Biomedical Engineering (Ph.D. Candidate) conferred 2009

Thesis: Simulation of Cell Adhesion in 3D Tissues in Matlab & C

- Professor of Electrophysiology BME201 course, lectured and created final examinations, Winter 2008.
- Co-author/Stochastic Modeler (Matlab), Annals of Biomedical Engg., Vol. 39, No. 1, January 2011, pp. 559–569.
- Team Mentor Modeling of Pill thermodynamics (Matlab), 7 Biomedical Engineering undergraduates 2007-2009.
- President, BioEngineering Student Society, Sept 2008-09.
- 3D CFD modeler for Catalent Pharma Solutions (Cardinal Health) to support 2007-08 funding.

B.S. in Biomedical Engineering conferred 2006

Thesis: Image Quantification of Neuronal Cells in Matlab

- Constructed aluminum video analysis tool to study granular flow transitions. Fluid Mech. 556, pp. 253-269. 2006.
- Graphics Producer/Editor, Rutgers University School of Communication and Information 2004-2006

RECOGNITION & SKILLS

Visual Art:

- Founder, Not-for-Profit Blehdi Science Art, www.blehdi.com 2013 to Present
  - Creating scientific art for educational organizations to enhance science communication.
  - Taught at Gowanda Middle School (N.Y., Nov. 2014), and Integrity House (Newark, NJ, 2015)
- Featured Artist, 9 abstract science works presented at the Rahway Art Space, Irving St, 2018.
- Media Producer & Promotions, Ligo Project www.ligoproject.org, NYC 2015 to Present
- Facilitate media and science outreach to promote relationship between artists and scientists.

Language: French (Native), Spanish (working proficiency)

Programming: Matlab/Python (13 years), R, Labview, C/C++ (familiar)

Recognition: Speaker, "The Art of Biology" - Pechakucha.org (03/11/2018) ○ Created first ever Science-Graphic competition for graduate research at Rutgers University (2009) ○ Recipient of 11th Annual Communicator Award (2004)