

MEHDI DOUMI

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OVERVIEW

Engineer and Innovator with a 10-year record of superior performance in quantifying Consumer Perception in Consumer Goods Industry, seeking to leverage expertise in Product Design & Development, Technical Project Management, Psycho-Visual Science, 3D-Modeling, and Data Science Strategies to support initiatives within a future-thinking organization. Patents pending in VR, AR, & Computer Vision.

EXPERIENCE

L'ORÉAL USA, CLARK, NJ

Technical Group Leader

2013 – Present

Data, Consumer Devices, & Measuring Human-Product Performance

- Data Science Lead for Consumer Experience Studies (Regression Models, Clustering, Dimensionality Reduction, M.L.)
 - o Synthesize Findings into Actionable Deliverables, e.g. *Consumer X will Do Action A.*
 - o Analyzed & Reported on over 25 studies of Consumer Perception of Product Experience, Efficacy and Design
 - o Develop Statistical Models to Link Objective Metrics to Human Usage and Habits
 - o Support Smartphone App Development with Critical Datasets
- Technical Advisor for Consumer Data-Capture Studies
 - o Provide leadership across France, China, Japan to deliver Brand-Relevant, Consumer-Relevant Testing Programs
 - o Developed Low-Cost Crowd-Sourcing Solution to Gather Consumer Perception Data
 - o Managed up to 3 Scientists and Operators per year, help with Technical Training and Career Support
 - o Maintained Best-Practices and Training for Team members on Data Acquisition, Analysis & Reporting methods
- Software Developer in Computer Vision, Augmented Reality, and Data Modeling: *Matlab, Python, R, C++, Labview*
 - o Lead Developer of Software to Measure Color, Light, Sensor Data and Consolidating into Final Results Metrics
 - o Deploy Software to Global Partners to Harmonize Analysis of Product Effects on Face and Hair
 - o Presented at IFSCC 2019 Milan, *Eyebrow Quantification Software*
 - o Patent Pending in Real-time 2 Video Analysis Systems
- Camera & Hardware Rigging for Scientific Capture of Image, Movement, Sensor Capture
 - o Developed Camera Hardware Image Acquisition for Real-time Video Capture
 - o Developed over 20 Scientific Instruments, Methodologies and Protocols compliant with Clinical Guidelines

L'ORÉAL USA, CLARK, NJ

Product Development Scientist

2009 – 2013

Hair Care Lab

- Created a New Standard for Data Visualization of Measuring Multi-Dimensional Hair-Product Performance
- Launched 30+ consumer hair products, Consumer, Professional and Luxury Brands: *Garnier, Matrix, Redken, Kiehl's*
- Created DOE Plans for identifying the Optimal Ratios of Ingredients for Color Longevity
- Received 3 Awards from Out-of-Box Competition: *New Data Visualizations and Innovative Product Design*

EDUCATION

RUTGERS UNIVERSITY, NEW BRUNSWICK, NJ

M.S. in Biomedical Engineering (& Ph.D. Candidate)

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.
- 3D CFD modeler for *Cardinal Health* to support 2007-08 funding.

B.S. with High Honors, Biomedical Engineering

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.

COMMUNICATION & PASSION PROJECTS

Language Proficiency: English and French (Native), Spanish (working proficiency)

Motion Graphics & Video Content Creator Social Media Marketing,

2019-Present

- Motion Graphic & Digital Artwork for www.shorethingtheater.com, March 2020
- Motion Graphic & Digital Artwork for Mighty Hoax & www.rocketimprovtheater.com, March 2020

Founder, Not-for-Profit Blehdi Science Art Studio, www.blehdi.com

2013 – Present

Create visual art for educational organizations to improve student-teacher communication and understanding of complex science topics.

- Taught Collaborative-Art Program 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 2017.
- Facilitate media and science outreach to promote relationship between artists and scientists.
- *Speaker*, "The Art of Biology" - www.Pechakucha.org , 11 March 2018.

President of Biomedical Engineering Student Society, Rutgers University

2009-2010

- Created and Organized Science-Graphic competition for translating Biomedical Research into Visual Art
- Organized student-lab tours for prospective research graduates Rutgers University (2009)

Motion Graphics Artist and Director, Producer & Editor, Rutgers University Television Network,

2004-2006

- Recipient of Communicator Awards 2004 *Award of Distinction* for creating 30-sec ad, "Get Involved": <https://rutv.rutgers.edu/about/awards-recognition>
- Designed 15 animations – show intros, network, logos, lower thirds - for sports, news and variety shows
- Portfolio link: <http://www.mehdidoumi.com/marketingdesign>