

Michael John Twardos, Ph.D.

602 Capp St.
San Francisco, CA 94402

(650) 863-1842
miketwardos@gmail.com

About

My passion is discovering value in large data sets and effectively communicating these findings to design better products. I have worked in various aspects of studying online behavior of users in games, social networks and content platforms to identify the needs of potential consumers. I enjoy mining large data sets, building models, testing algorithms and performing optimizations to help create better user experiences and more value for businesses.

Education

University of California at Irvine, Irvine, CA
Doctor of Philosophy in Physics, February 2005
Statistical Mechanics and Complex Systems

Experience

Senior Analyst

Mindjolt, Inc. – San Francisco, CA May 2010 - Present
Managed every aspect of data collection, data warehousing, reporting and optimization on user acquisition, retention and monetization for Mindjolt's many Facebook casual gaming apps and platforms. Built and managed a multivariate testing system to assess the impact of new feature development across all relevant KPI. Designed and implemented a content recommendation system based on user behavior to drive viral growth.

Analytical Scientist

Slide, Inc. – San Francisco, CA April 2009 - May 2010
Performed ad hoc analyses to understand the impact new features had on user value and KPI of games. Studied the behavior of buyers in online stores selling virtual goods for associated games. Explored patterns of buyer conversion and retention. Visualized groups of consumer tastes and designed techniques to optimize price and recommend content.

Data Visualization Engineer

Electronic Arts - Redwood Shores, CA April 2000 - April 2009
Lead engineer on visualizing data created in the video game Spore. Created a Spore API for external developers to build their own visualizations and applications. Constructed visualization tools for artist's content creation, engineer workflow and software architecture development. Developed tools to track objects uploaded, bought and sold in a virtual world.