Rafael Ballestiero

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EXPERIENCE

Behale　　　　　　　　　　　　　　　　　　　　　　　　　　**Paris, FR**
Co-founder & CTO　　　　　　　　　　　　　　　　　　　　*Nov. 2021 – Present*

- **Strategic Leadership**: Co-founded and led Behale, an AI-driven fitness productivity platform, to acquire over **2K+ users**, maintaining **500 MAUs** and an industry-leading D30 engagement rate of 16%.
- **Product Development**: Spearheaded the design, development, and deployment of an engaging product with a team of 3, leveraging Shape-up methodology, humane and calm technology principles.
- **Technical Innovation**: Developed a **behavior science**-backed engagement engine to optimize habit change through causal inference, delivering personalized interventions at the right moments for increased user engagement.

Entrepreneur First　　　　　　　　　　　　　　　　　　　**Paris, FR**
Founder in Residence - PA6　　　　　　　　　　　　　　*Feb. 2021 – Jun. 2021*

- **Rapid Prototyping**: Developed a computer vision MVP for webcam-based flexibility assessment in 2 weeks, used by 250+ users.
- **Customer Development**: Conducted 50+ interviews and analyzed 1000+ survey responses to understand jobs-to-be-done and inform strategy.

INSEAD　　　　　　　　　　　　　　　　　　　　　　　　**Paris, FR**
Pre-doctoral Research Associate in Technology and Operations Management　　*Dec. 2019 – Jan. 2021*

- **NLP Paper Clustering**: Applied NLP techniques to cluster 100+ academic papers based on abstract content using various topic modeling techniques (e.g. LDA, NMF) and analyze the clusters (results published in this paper).
- **Pydemic**: Pioneered a novel method to early-estimate case-fatality rates during epidemics, building a Python experimentation library with custom SEIRD models and Bayesian optimization.
- **Food Chain Traceability**: Conducted comprehensive market research on 50+ traceability initiatives in the agri-food industry, particularly focusing on Blockchain technology, its implementation and its limitations.

EDUCATION

Imperial College London　　　　　　　　　　　　　　　　**London, UK**
Master of Engineering *in Joint Mathematics and Computing (integrated Bachelor's)*　　*Oct. 2015 – Aug. 2019*

- **Classification**: First Class Honours
- **Advanced Courses**: Operations Research, Distributed Algorithms, Simulation and Modeling, Numerical Analysis, Real Analysis, Complex Analysis, Statistical Theory, Games, Risks, and Decisions.
- **Graduate Courses**: Privacy Engineering, Scalable Systems for the Cloud, Computation Optimisation, Time Series Analysis, Theory of Complex Systems, and Mathematics for Business and Economics.
- **Thesis | Measuring User Engagement (HCI)**: Formulated a framework to quantify user engagement in mobile apps with ML models, achieving a substantial F_1 measure of 74% based on first day behavior predictions from 55M+ analytics events.

NOTABLE PROJECTS

- **Torneio**: Developed an innovation management platform used at INSEAD and Georgetown University, contributing to MBA and Executive Education programs since 2019. Garnered approximately 2,000 users and facilitated 10,000+ innovation ideas.
- **Mindful Nudge**: Published a newsletter and writings about mindful technology, behavioral science and calm products, featured in Bootcamp publication on Medium.

LANGUAGES

Native fluency in English, French, Spanish, and Portuguese.

TECHNICAL SKILLS

- **Data Analysis** / **Machine Learning**: Python (Pandas, scikit-learn, Pyro, Jupyter Notebooks, TensorFlow, SpaCy), Julia
- **Software Development**: Elixir (Phoenix), Python (FastAPI, Flask), TypeScript (Next.JS, React.JS, Capacitor), Ruby on Rails, Java, Go, C++.
- **Product Management**: Analytics (Posthog), Project Management (Notion, JIRA), Design (Figma), Async. Comm. (Loom)
- **Other Technologies**: Event Sourcing, CQRS, Docker, PostgreSQL, GraphQL, MongoDB, LaTeX, Kubernetes.