

Contact

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Top Skills

Machine Learning
Computer Vision
Convolutional Neural Networks (CNN)

Certifications

Certificate of Participation for “Best Innovation Award” National Level Competition Level-II.
Deep Learning Specialization
Certificate of Publication
Certificate of Participation in Smart India Hackathon
Professional Scrum Master

Publications

Hand Gesture Recognition using Gradient based Key Frame Extraction

Rushikesh Hiray

Senior Data Scientist at iLink Digital
Nasik, Maharashtra, India

Summary

Machine Learning Engineer skilled in Deep Learning about 5 years of experience creating machine learning models and transforming data science prototypes to production-grade solutions. Consistently optimizes and improves real-time deployed models by evaluating strategies and testing model accuracy.

Experience

HDFC Bank

Sr Lead Data Scientist
April 2025 - Present (1 year)
Mumbai, Maharashtra, India

- Built end-to-end ML engines for Business Loan & Personal Loan acquisition (XGBoost, CatBoost), improving top-2 decile capture from ~60% to 75%+ and increasing campaign efficiency for ETB-CA base.
- Designed large-scale customer segmentation (Autoencoder + KMeans on 150+ variables) and created actionable personas that improved BL recommendation model lifts by 8–10× over BAU.
- Engineered 300+ features across CASA, Credit Card, Digital Funnels, and Loan One-View data—covering trend features (3m/6m/12m), engagement funnels, NRR ratios, and life-stage triggers (marriage, auto-loan, iPhone early adopters).
- Built scalable PySpark & SQL pipelines processing 2 crore+ customers across 18 source systems, improving feature computation speed by 40%+ using optimized joins, window functions, and batch retrieval logic.
- Delivered leadership-level dashboards on customer risk categorization, digital engagement lifecycle, and BL/PL recommendation models—driving targeted campaigns with 75–80% business capture from top deciles.

iLink Digital

Senior Data Scientist
November 2022 - April 2025 (2 years 6 months)

- Analysed previously developed Faster RCNN object detection and classification model to improve it further.
- Used advanced data analytical approaches resolved issue in object annotation and created tool to annotate object faster with better quality.
- Constructed deep learning models and scalable machine learning systems.
- Used advanced algorithms to resolved distance data after OCR inference to improve accuracy
- Mentored and encouraged analytics teams to master data mining, management and analysis techniques.
- Reviewed business areas to strengthen analytics, enable strategic planning and support decision-making processes with solid data.

Tata Consultancy Services

4 years

Machine Learning Engineer(Computer Vision)

June 2020 - October 2022 (2 years 5 months)

Pune, Maharashtra, India

- Prototyped machine learning applications and quickly determined application viability on image data captured in driving scenario.
- Build model for object detection using Yolov4 and trained it on GPU with 92mAP@ at 0.7 IOU.
- Developed object tracker using deepsoft Model to track annotated objects.
- Designed traffic sign classification model from scratch using transfer learning in tensorflow.
- Implemented semantic segmentation to extract lanes from background environment using. deeplabV3 cnn Architecture.
- Designed tool in PyQt5 to annotate object in image and lidar space.

Optimisation Engineer

November 2018 - May 2020 (1 year 7 months)

Pune, Maharashtra, India

- Developed optimization engine using Microsoft Z3 Sat solver to create testing schedule for prototype vehicles.
- Designed mathematical model using physical constraint on test and car.
- Minimize cost needed to implement testing schedule by 40%.
- Reduced time to 3 minutes to create optimize schedule using greedy approach.
- Worked with clients to gain domain knowledge of automobile industry to find new constrains and further optimize schedule.

Education

University of Pune

Bachelor's Degree, Computer Science · (2014 - 2018)

Pace Junior Science college - IIT-ians PACE

High School, Science · (2012 - 2013)

K.T.H.M

High School, 11 th · (2011 - 2012)