

Artem Frolov

Applied AI Engineer & Data Scientist

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PROFILE

Data Scientist building AI-assisted workflow tools, pricing models and cloud data products. Sole delivery owner for Complaints Sidekick, an internal AI investigation assistant for complaint handlers, taking it from concept to live use in a regulated workflow with measured impact. Strong technical background with impact across AI, pricing, retention and commercial reporting.

EXPERIENCE

Senior Data Scientist, AI

Aug 2023 – Present

Domestic & General · London, UK

- Led Complaints Sidekick from business case and architecture to Production, with complaint handlers reviewing AI summaries, evidence, and recommendations.
- Built evaluation, monitoring, and feedback frameworks with usage logs, traceable outputs, quality assurance review, and human oversight.
- Delivered AI assistants for pricing and analytics teams to investigate model performance and verify deployments, reducing manual analysis effort by approximately 80%.
- Introduced CI/CD, automated testing, model versioning, and reproducible training pipelines, reducing deployment timelines from approximately one month to under one week.
- Developed the organisation's first production cancellation propensity model for pricing decisions, with an approximately 4% improvement in first-year customer retention.
- Delivered pricing optimisation using Earnix, simulations, elasticity modelling, and lifetime value analysis.
- Worked with senior stakeholders across Pricing, Decision Science, Complaints, Operations, Risk, and Assurance to define requirements and deliver governed systems.

Co-Founder / Builder

Nov 2025 – Present

Paloma Labs · Delaware, US

- Built early Swift SDK prototypes for automatic and manual event tracking.
- Designed event ingestion, session processing, and analytics schemas with FastAPI, PostgreSQL, and Redis.
- Explored on-device inference for behaviour prediction and privacy-conscious product analytics.
- Built web tools for configuration and analytics exploration.

Revenue Manager, Commercial Excellence

Oct 2022 – Feb 2023

Henkel Ltd · UK

- Used Dunnhumby, IRI and commercial data to develop net revenue management strategy, market-share analysis and channel execution toolkits.
- Built reporting tools, including an ePOS tracker and stock analysis tool, returning approximately £500k by optimising product offerings.

Blockchain Engineer

Jun 2021 – May 2022

Maison Capital · Germany

- Deployed Solidity smart contracts defining buyer-seller agreements, with total value locked exceeding \$8m at peak.

SKILLS

AI & Product ML: LLM workflow design, Agentic systems, RAG, Vector stores, Evaluation metrics, LLM judges, Feedback loops

Data Science: GBM / propensity modelling, LTV simulation, A/B testing, Price elasticity, Pricing optimisation

Engineering: Python, SQL, PySpark, Databricks, LangGraph, OpenAI & Agents SDK, MLflow, AWS, GCP, Azure, TypeScript, Swift, Power BI, Git

Business: Regulated AI workflow design, Stakeholder management, Executive communication, MI / reporting

EDUCATION

BEng, Electronics Engineering

Sep 2019 – Jun 2022

Durham University · Durham, UK

Relevant modules: Statistics, Further Mathematics, Control Systems, Signal Processing, Electronics, Communications, Engineering Design, CAD

- Led a six-person project on the engineering and commercial feasibility of torsion bar suspension for armoured vehicles; the project received a first-class mark.
- Applied mathematical modelling and control theory to evaluate system performance and engineering trade-offs.

CERTIFICATIONS

Databricks Certified Generative AI Engineer Associate — Databricks, Jun 2026

AI Agents Fundamentals — Databricks Academy, Oct 2025

ADDITIONAL

Volunteering: Guardian Charity Hack Days: optimised the volunteer database structure and analysed donation data for The Guardian Foundation.

Languages: English (fluent), Russian and Belarusian (native).