Rafael Ballestiero

📍 Barcelona / Paris 📞 +44 7490467328 @ rafaba@hey.com 🔗 https://rafaba.org

Summary

Product engineer specializing in AI and user engagement. Driven to build elegant, calm and ethical interfaces that enhances human creativity and well-being. Experienced in full-stack development, behavioral science, and human-AI interaction.

Experience

chilli.club — **Aug 2023 - Nov 2024**
Product Engineer — Remote
🔗 https://chilli.club

- **Retention boost:** Led 'big-red-button' feature development, doubling D-30 retention to 30% and tripling DAUs to 200+
- **AI recommender:** Implemented multi-arm bandit reinforcement learning for personalized recommendations
- **Product management:** Conducted global user research, shaped product strategy, and managed roadmap prioritization based on data-driven insights.

Behale — **Nov 2021 - Aug 2023**
Co-founder & CTO — Paris, FR
🔗 https://behale.io

- **Strategic Leadership**: Built a AI-driven wellness 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.

INSEAD (Tech and Ops Management Area) — **Jan 2019 - Feb 2021**
Pre-Doctoral Research Associate — Fontainebleau, FR

- **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.

Education

Imperial College London — **Oct. 2015 – Oct. 2019**
Joint Mathematics and Computer Science — M.Eng.
1st class

- Thesis: Understanding and Measuring **User Engagement** in Online Gaming
- **Advanced Courses**: Operations Research, Distributed Algorithms, Simulation and Modeling, Real & Complex Analysis.
- **Graduate Courses**: Privacy Engineering, Scalable Systems for the Cloud, Time Series Analysis, Theory of Complex Systems.

Projects

E-CartoMobile — **June 2023**
Open-source electric mobility map (France)
🔗 https://e-cartomobile.vercel.app/

Torneio — **2019**
Innovation Tournament Platform used at INSEAD and Georgetown University
🔗 https://www.torneio.org/

Profiles

- 🔗 rafael-ballestiero
- 🔗 Thopiax

Skills

Software Development
● ● ● ● ●

Elixir (Phoenix), Python (Fast.API & Django), TypeScript (Next.js & React Native), Ruby on Rails, Java, Go, C++

Artificial Intelligence
● ● ● ● ○

Python, Pandas, scikit-learn, Jupyter Notebooks, Tensorflow, SpaCy, Topic Modeling, Langchain, XAI

Product Management
● ● ● ● ○

Shape-Up, Analytics (Posthog), Design (Figma), Async. Comm. (Loom), Project Management (Notion & JIRA)

Other
● ● ● ● ●

Event Sourcing, CQRS, Docker, PostgreSQL, GraphQL, MongoDB, LATEX, Kubernetes.

Languages

English
● ● ● ● ●

French
● ● ● ● ●

Portuguese
● ● ● ● ●

Spanish
● ● ● ● ●

Articles

Cracking the Feedback Formula
Bootcamp
Feb 15, 2023
https://medium.com/design-bootcamp/cracking-the-feedback-formula-5-tactics-for-sustained-user-engagement-e6d7b2a3d727

3 Essential Tactics To Find Your Priority
Medium
Jan 2023
https://rafaba.medium.com/3-essential-tactics-to-find-your-priority-ceefb6b7d6d