

Ayoub El Majjodi

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Skills

- **Programming & Data:** Python, R, SQL, Pandas, Numpy, Matplotlib, Surprise
- **Machine Learning & AI:** Machine Learning, Deep Learning, PyTorch, Scikit-Learn, NLP, Generative AI (LLMs), LlamaIndex, Transformers
- **MLOps & Cloud:** MLflow, WanDB, Docker, AWS, ETL, Linux, Git
- **Languages:** English (Fluent), French (Advanced), Norwegian (Beginner), Amazigh (Native)
- **Certificates:** [Generative AI with LLMs](#), [AI Agent Fundamentals](#), [Applied Machine Learning](#), [Deep learning](#)

Experience

- Data Scientist**, Zrch As, Bergen, Norway Feb 2026 -
• Working on Search, Discovery, and Personalization in the real estate domain.
- PhD Research Fellow**, MediaFutures & University of Bergen, Bergen, Norway 2021 - 2025
• Developed and deployed ML-based recommender systems and digital nudges for personalized food recommendations, improving user experience and decision-making.
• Built a standalone recommender framework adopted by research groups to integrate and evaluate algorithms.
• Designed and ran A/B testing pipelines to assess algorithms and user experience.
• Taught courses, supervised master's theses, and contributed to hiring processes.
- Research Intern**, University Of Bari, Bari, Italy Sept-Dec 2024
• Designed and deployed an LLM-based agent recommender system for food personalization, enhancing user experience and decision support.
- Research Assistant**, Tampere University, Finland 2020 - 2021
• Researched and developed unikernel-based cloud architectures, reducing latency and resource usage for ML deployments.
- Data Scientist Intern**, DataTellers & Uni-Bolzano, Italy Feb-July 2019
• Contributed to Building, a smart camper automation system with recommender-driven battery optimization.
• Created YourDest, the first country-level recommender system for personalized travel recommendations.

Education

- PhD in Recommender Systems and Digital Nudges**, University of Bergen, Bergen, Norway 2021-2025
- Master's in Data Science and Big Data**, School of Computer Science and System Analysis, Morocco 2017-2019
- Bachelor's in Computer Science and Mathematics**, Faculty of Science, Agadir, Morocco 2014-2017

Community and Volunteering

- Program Committee**, ACM UMAP Conferences, (2022, 2023, 2024)
- Proceeding & Video Co-chair**, ACM Recommender System Conference, (2024)
- Student Volunteer**, ACM Recommender System Conference, (2023,2024)

Most Proud Of

- Introduced the first country recommender system in the world
- MediaFutures best poster award (2024)
- Awarded three international travel grants (96000 NOK)
- Top 10% of class in Master's and Bachelor's programs

Publications (selected)

- Nudging Healthy Choices: Leveraging LLM-Generated Hashtags and Explanations in Personalized Food Recommendations
- Advancing Visual Food Attractiveness Predictions for Healthy Food Recommender Systems
- Nudging Towards Health? Examining the Merits of Nutrition Labels and Personalization in a Recipe Recommender System
- [Full publication list](#)