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EDUCATION

University of Novi Sad, Faculty of Philosophy
PhD in Sociology, Quantitative Methods

Novi Sad, Serbia
Nov 2012 – Mar 2019

University of Novi Sad, Faculty of Philosophy
MA in Sociology

Novi Sad, Serbia
Oct 2011 – Oct 2012

University of Novi Sad, Faculty of Philosophy
BA in Sociology

Novi Sad, Serbia
Oct 2007 – Jun 2011

WORK EXPERIENCE

University of Virginia
Fulbright Visiting Researcher

Charlottesville, VA / USA
Oct 2023 – Dec 2023

- Worked with the Department of Psychology and the School of Data Science on developing `transforEmotion` – R package which deploys transformer model pipelines for emotion recognition in text, image and video.

University of Novi Sad
Assistant Professor / Research Associate

Novi Sad / Serbia
Feb 2016 – Present

- Doing research focused on application of quantitative data science methods for different research problems across social sciences (psychology, sociology, demography, political science).
- Collaborating across disciplines (physics, psychology, sociology) on developing computational methods for analyzing online communities and machine learning approaches to emotion recognition.
- Developing and teaching courses on statistical methods, R programming, social network analysis for undergraduate and PhD students.

Eipix Entertainment
Medior Game Designer

Novi Sad, Serbia
May 2014 – Feb 2016

- Game and narrative design for causal hidden object puzzle adventure (HOPA) games.
- Narrative design and QA for text adventure game *Lifeline - Whiteout* (uncredited).
- Worked on 10+ HOPA games from concept proposal to final release.
- Gained experience with different aspects of game development process - GD, ND, 2D art, programming, QA.

First Beat Media
Project Manager

Novi Sad, Serbia / Remote
Mar 2014 – May 2014

- Leading a team of web developers and marketing specialists on developing and maintaining a network of entertainment websites.
- Managing a team of 5 people.
- Data analytics: Traffic acquisition and conversion rate optimization.

PROJECTS

transforEmotion R package
Personal project

Oct 2023 – Present

- R package for emotion recognition in text (NLP), image and video using transformer models with Python backend.
- Package maintenance, active development and documentation.
- Continuous integration with GitHub Actions.
- Over 5k downloads on CRAN.

Measuring brand reputation based on the frequency and spread of counterfeit products on e-commerce websites

Innovation center, Institute of Physics Belgrade

Dec 2023 – Feb 2024

- Working with computer scientists in developing an algorithm for estimating and comparing brand reputation based on the data scraped from e-commerce websites.

- Using deep learning methods for counterfeit/fake product detection from images.
- Proof of concept for a startup in the field of brand reputation management.

Market and Product Development Research

Grasp Metrics, USA

Sep 2021 – Dec 2021

- Market research and product development for a startup in the field of data analytics and business intelligence.
- Survey design, online data collection and analysis.
- Data analytics and visualization using Tableau.

Housing market and subjective housing conditions in Western Balkans

Habitat for Humanity, MOBA Housing Network USA/EU

May 2022 – Dec 2022

- Research on housing market and subjective housing conditions in Western Balkans.
- Survey design, data collection supervision, data analysis and visualization.
- Two reports: Investor Report Brief and Full Research Report.
- Workshop on data analysis in JASP for project staff.

Visualising the COVID-19 Pandemic

Data Versus Corona initiative

Apr 2020 – Jun 2020

- Volunteer project of a group of researchers gather around international Data Versus Corona initiative.
- Design and development of interactive dashboard for monitoring the active cases of COVID-19 pandemic around the globe.
- Unique feature of the dashboard was the comparison of number of cases and the stringency of government response to the pandemic. It showed which countries are loosening the measures according to WHO recommendations and which are being more restrictive.
- Dashboard was developed using R Shiny and deployed on the initiative's website (data shown right now is no longer updated via the API).

HONORS & AWARDS

Best Young Researcher Award

Novi Sad, Serbia

Issued by *University of Novi Sad, Faculty of Philosophy*

Dec 2022

- Awarded for the best overall research impact by a researcher at the Faculty of Philosophy, University of Novi Sad younger than 35 years of age.

RECENT PUBLICATIONS

Sustainability of Stack Exchange Q&A communities: the Role of Trust

Published on *EPJ Data Science*

Feb 2023

The Face of Populism: Examining Differences in Facial Emotional Expressions of Political Leaders Using Machine Learning

Published on *ArXiv*

Apr 2023

SKILLS, LANGUAGES, INTERESTS

- **Languages:** English (C1), French (B1), Serbian (Native)
- **Soft Skills:** Public Speaking, Presentation, Teaching: workshops, lectures, seminars, Working in diverse, international, interdisciplinary teams, Technical Writing
- **Programming:** R: package development, Shiny, reticulate, Python: numpy, pandas, torch, transformers, Javascript: Observable, basic knowledge to build interactive data visualizations, Typescript: basic knowledge, MySQL: building and maintaining databases, native queries, R and Python integration
- **Tools:** Bash / Shell, Git, Docker, Visual Studio Code, Jupyter Notebook / Lab
- **Document publishing:** LaTeX, R Markdown, Quarto, HTML
- **BI & Data Analytics:** Tableau, Plotly
- **Interests:** Linux geek, Football statistics and analytics: xG analysis, passing networks, player tracking data, Video games: console (PS4, Switch), mobile, retro gaming, Board games: Everdell, The Isle of Cats, Cartographers