Tri Luu

Software Engineer

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Introduction

Software engineer with 2+ years building production services and developer tooling in Python, Rust, Go, and TypeScript. Designed and shipped a real-time optimization service used by 30+ customers, built an internal Rust CLI used by a 21-person team, and own backend pipelines that deliver results to 40+ customers daily. Graduated from the Master's Program in Data Science at the University of Helsinki (GPA 4.77/5.0).

Experience

Sellforte Solutions Oy

Espoo, Finland

Senior Data Scientist — *Jul. 2026 - Present*

- Primary developer of the **Performance product**, used daily by **all (40+) digital marketing customers**, that reports historical campaign and ad-group performance, generates daily bidding parameter recommendations, and analyzes the impact of the previously made changes. Tech stack: Python, Polars, Airflow, AWS, and PostgreSQL.
- Own the **Pixel and MTA analytics solutions** end-to-end: designed and built the ingestion pipeline (**300k+ events/day** for the largest customer) and the attribution module (last-touch, first-touch, data-driven, and other methods) that delivers results to customers daily in production.
- Continues to develop and maintain the **media optimizer product**, which has become the backbone of other company services, such as **Home** and **Sellforte AI**.

Sellforte Solutions Oy

Espoo, Finland

Data Scientist — *Aug. 2024 - Jul. 2026*

- Designed and built the **media optimization module**, a production service that delivers **real-time** optimal investment allocations across sales channels for **30+ customers**, supporting marketing budget planning and execution.
- Cut the **optimization runtime by 20%** by migrating the codebase from **Pandas to Polars**.
- Built and maintained data integration and processing pipelines for multiple ad platforms (**Google Ads, Facebook Ads, and Pinterest Ads**), improving the quality and reliability of downstream analytics solutions using Python, Pandas/Polars, Airflow, AWS S3, and PostgreSQL.
- Standardized onboarding of **15+ customers** to the company's solutions and ensured reliable daily result delivery in production.

Sellforte Solutions Oy

Espoo, Finland

Junior Data Scientist — *Jun. 2024 - Aug. 2024*

- Designed and built data integration and modeling pipelines for the company's **weather analytics solution** used by **7+ customers**, including enterprises such as **Lidl and Tchibo**.

Projects

Sellforte Command Line Interface (sf-cli)

Sellforte Solutions Oy

An internal productivity tool for Sellforte's data scientists — *Jun. 2026 - Now*

- Designed and built **sf-cli**, an internal command-line tool in **Rust** and **Tokio** that streamlines day-to-day workflows of Sellforte's team of **21 data scientists**.
- Enabled data scientists to **run pipeline tasks locally** for any chosen customer with **a single command**, removing manual environment setup and speeding up development and debugging.
- Built a terminal client for **PostgreSQL databases on AWS RDS**, letting users connect and run SQL queries directly from the command line without separate database tooling.

Pennysheet

Personal Project

GitHub source code — *May. 2026 - Sep. 2026*

- Designed and built **Pennysheet**, a full-stack personal finance app that syncs bank transactions via the Enable Banking API.
- Implemented an **event-sourced backend in Rust (Axum)** with an **append-only** event table in **PostgreSQL** and projections for read models, ensuring the full traceability of all transactions and budgets recorded.
- Built a **Model Context Protocol (MCP)** server that gives AI assistants **read-only access** to the projections containing personal finance data, allowing users to analyze their finances in natural language.
- Automated **daily bank synchronization** and Telegram notifications with background jobs at 8:30 every morning, giving an overview of current personal budgets **without opening the app**.

Terminal UI Portfolio (tui-portfolio)

Personal Project

GitHub source code — *Sep. 2026 - Oct. 2026*

- Built an **interactive terminal portfolio** in **Go** and **Bubble Tea**, which anyone can access with a single command **(ssh triluu.dev)** without the need for installation, a browser, or an account.
- Deployed it as a **self-hosted service on a Linux server** exposed via the **standard SSH port 22** and a custom domain, with the administrative OpenSSH moved to a separate port.
- Guarded the public-facing service with **rate limiting, session timeouts**, and a systemd unit running under a restricted user.

Foodmap

Personal Project

GitHub source code

Mar. 2026 - Apr. 2026

- Designed and built **Foodmap**, a map-based social platform where users share and rate food places, as part of a **one-month challenge** in which a friend and I built the same product using **different tech stacks**.
- Implemented the full stack with **React (TypeScript)** and **MapLibre** for the interactive map and **SpacetimeDB (Rust)** as a combined backend and database.
- Compared my build with the **Phoenix and Ash (Elixir)** implementation of the same feature set, evaluating the development speed, architecture, tooling, and operations.

Education

University of Helsinki

Helsinki, Finland

Master's Program in Data Science

Aug. 2024 - Mar. 2026

- GPA: 4.77/5.0
- Thesis: Bayesian Experimental Design in Marketing Mix Modeling (Grade: 5/5). Reference: ***thesis publication in the Helda library***.
- Utilized the **Bayesian experimental design (BED)** framework to guide the design of information-optimal marketing experiments under resource constraints, bridging the gap between historical performance measurements and actionable experimentation.
- Demonstrated through simulated scenarios that BED-optimized investment allocations can meaningfully reduce posterior uncertainty in channel performance estimates.

University of Helsinki

Helsinki, Finland

Bachelor's Program in Science (Computer Science and Data Science)

Aug. 2021 - Jun. 2024

- GPA: 4.93/5.0
- Thesis: Application of Deep Learning in Drug Response Prediction (Grade: 4/5).

Skills

Languages	Python · Rust · Go · TypeScript/JavaScript · SQL
Backend	Axum · Tokio · Node.js · REST API/MCP · event sourcing
Frontend	Vue.js · React
Data & Infrastructure	Airflow · PostgreSQL · Polars/Pandas · AWS (Lambda, S3, RDS) · Docker · Linux/systemd
Practices	Git · CI/CD · testing · code review