Dimitar Atanasov

AI Data Analyst / ML Engineer

mite_gvg@yahoo.com

Skills

AWS (EC2, Rekognition, SageMaker, Bedrock, Polly, CloudFormation) , NodeJS , TypeScript , React , Python , Machine Learning , AI , CI/CD , Microservices , Docker , Kafka , ElasticSearch , GraphQL , NestJS , PHP , Laravel , WordPress , Magento , MVC , SQL , TypeORM , MySQL , HuggingFace , IBM Watson , LogDNA , Mezmo , ETL , BI Tools , Cypress , Jenkins , Wercker , DroneIO , Git , HTML , CSS , Electron.js , GULP , SASS , Grunt , SEO , Google Cloud Platform , BackboneJS , RequireJS , UnderscoreJS

1-2 years 2-5 years 5 years + 🏆

Summary of Experience

Sky, software engineer in the Desktop & Big screens team (from 06/2023 with break)

PHD Research, trained/fine-tuned Hugging Face models (from 01/2025)

Twig Education, full stack developer (12/2021 - 01/2023)

Reach Plc/ Daily Mirror, data analyst/ full stack software engineer, Mantis intelligence ML product (11/2018 - 11/2021)

Fly Victor, full stack developer/tech lead (08/2017-11/2018)

.. various contracts since 2009

Education

PhD student at Birkbeck University, focusing on **video classification and generation** (part-time since Jan. 2025)

3 AWS Certifications including Machine Learning Specialty

References

I wholeheartedly endorse Dimitar for any future software development opportunities. Having had the privilege of working with him on my team, I can confidently vouch for his exceptional technical skills and wonderful collaborative spirit. - **Edith Yelf, Sky**
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Career History

Software Engineer
Sky
Jan 2025 – Present
Worked on the Sky Go app, leading key accessibility improvements across the video player, TV guide, and on-demand interface. Delivered accessibility upgrades that have been pending for years, greatly enhancing usability for screen reader users and aligning with WCAG standards. Recognized internally as a major step toward digital inclusion at Sky.

PhD Researcher – Deep Learning for Video Analytics
Birkbeck, University of London
2025 – Ongoing
Focused on developing efficient deep learning architectures for real-time video classification on edge devices. Research explores tri-model asymmetric distillation strategies to transfer knowledge from large pre-trained video transformers to lightweight, deployable student models uploaded to Hugging Face. Application areas include sports action recognition, brand safety moderation, and mobile-friendly AI inference. Designed experiments using datasets such as Diving48, Kinetics-400, and Epic Kitchens. The work aims to bridge the gap between academic model performance and real-world deployment constraints like memory, power, and latency.

Career Break – AI R&D
Jun 2024 – Dec 2024
Developed ML models using AWS SageMaker and Bedrock to classify experiences as positive or routine for an AI companion. Delivered personalized memory-based reminders to enhance emotional well-being and mental health support.

Senior Engineer
Sky
Jun 2023 – May 2024
Worked on immersive experiences across Samsung TV, PlayStation, Xbox, and desktop. Led Electron JS upgrade and implemented security improvements. Spearheaded a brand safety project using AWS Rekognition for real-time video content classification. Used TypeScript, React, Electron, AWS.

Career Break – AWS ML Cert
Feb 2023 – May 2023
Earned AWS Machine Learning certification after extensive study and experimentation with real-world applications.

Full Stack Software Engineer
Twig Education
Dec 2021 – Jan 2023
Designed and implemented features that allowed district owners to manage student rosters, configure access control, and view data visualizations. Backend responsibilities included Python development using Django, GraphQL, and Elasticsearch to support robust search and analytics. Contributed to NodeJS-based microservices using NestJS and handled deployments with Jenkins and AWS.

Full Stack Software Engineer / Data Analyst
Reach plc
Nov 2018 – Dec 2021
Worked on the Ad Product team at the UK's largest newspaper group, Reach plc, with over 110 million monthly visitors and 70+ publications. Focused on ad tech integrations and data analytics, building a NodeJS analytics service powered by IBM's Natural Language Understanding (NLU), as part of the Mantis platform. Developed and deployed custom dashboards using WatchingThat.js to track video ad performance and viewer engagement. Integrated Google Ad Manager APIs to bulk manage inventory and creatives, and used CucumberJS for behavior-driven testing. Collaborated with cross-functional teams to deliver GDPR-compliant tracking and analyze user behavior related to video playback and consent flows. Managed CI/CD pipelines with DroneIO, and supported real-time analytics infrastructure using DynamoDB streams.

Software Engineer / Tech Lead
Victor
Aug 2017 – Oct 2018
Created AWS Lambda-based infrastructure. Migrated PHP to React/NextJS. Built React Native and Angular apps. Worked with Docker, Ansible, Nginx, MongoDB. Introduced CI with Wercker and managed multiple APIs in a microservice environment.

Software Developer
Boldmind
May 2017 – Jul 2017
Built SPA using BackboneJS/Marionette. Used Google App Engine and Python. Compiled custom Linux Debian packages with Chromium. Managed Bitbucket pipelines and shell scripting.

Web Developer
Save Water Save Money
Oct 2016 – Apr 2017
Used Angular for APIs and Symfony/Laravel for backend. Developed frontend shop, used Gulp and NodeJS for UI development.

Mobile App Developer
Apr 2016 – Oct 2016
Built Android apps with Ionic, Angular, and HTML5. Developed a Unity game and chat app with Socket.IO.

From **2009 to 2016**, I worked as a freelance developer, delivering web and mobile solutions.