Oleg Nagornyi

Born on August 12th, 1992

Magnit Tech
Lead Data Scientist
Recommendation team

HSE
Visiting Lecturer

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Work experience

2025 January—present, Magnit Tech
Leading Recommendations team at Magnit Omni.

2022 February—2025 January, Sberbank
Developed AmazMe — a recommendation system platform.
RnD in Model Risk Management department.

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Developed AmazMe — a recommendation system platform.
RnD in Model Risk Management department.

2019 October–2022 February, М.Видео – Эльдорадо
Senior Data scientist at Data office
Duties: development of recommender system for mailing and website, customer value management.

2019 April–2019 October, Qiwi Bank
CRM Analyst
Duties: construction of ML models (churn prediction and other classifiers, geoanalysis, A/B tests, segmentation), dashboards management.

2015–2019, Laboratory for Internet Studies
Research Assistant
Duties: big text data download, preprocessing and analysis.

Education

2017–2019, Higher School of Economics — St. Petersburg
Full-time Advanced Doctoral Programme in Social Sciences (incomplete).

2015–2017, Higher School of Economics — St. Petersburg
Master in Sociology, Modern Social Analysis programme, GPA 9.2/10.

2010–2015, Omsk F. M. Dostoevsky State University
Specialist Diploma in Sociology.

Teaching Experience

2017-2019, Higher School of Economics
Lecturer at the courses “Practical Programming and Data Analysis in Special Environments”, “Applications and Practice of Data Science”, “Social Media Analytics” and “Data Analysis with Python”; Python for Social Science: Introduction to Programming Language at HSE Summer school 2018

2016, Higher School of Economics
Teaching Assistant at the Research Seminar “Methods of Analytical Sociology”.

Additional Education

- InLiberty Summer School, August 20-26, 2018, Tbilisi, Georgia.
- Educational project "The Summer School", workshop “Deep Learning”, July 24–August 6, 2018, Dubna, Russia.
- Educational project "The Summer School", workshop "Data Analysis in Social Sciences”, July 25–August 7, 2017, Dubna, Russia.
- Oxford Russian Fund’s Spring School “Archaeology of Text 6: Unexplored Tropes”, 18–24 March 2018, Sochi, Russia.
- Web Science Summer School WWSSS'17, 1–8 July, 2017, Saint Petersburg, Russia. “Best Teamwork” award.
- Summer Laboratory “Digital Traces I: Meta-Morphologies of St. Petersburg”, 17–30 August 2016, Saint Petersburg, Russia.
- Oxford Russian Fund’s Winter School “Archaeology of Text 5: The Evolution of Information Systems and Codes”, 31 January–6 February 2016, Sochi, Russia.
- A. Casilli's workshop “Digital Methods: How to Study Online Social Interactions”, 9–10 December 2015, St. Petersburg, Russia.

Publications

1. Koltsova O., Nagornyy O. Redefining Media Agendas: Topic Problematization in Online Reader Comments, Media and Communication, Cogitatio Press, 2019, vol. 7(3), P. 145-156.
2. Nagornyy O. S. User ethnicity and gender as predictors of attitudes to ethnic groups in social media texts, in: Internet Science 2018. Springer, 2019.
3. Nagornyy O. S. Topics of Ethnic Discussions in Russian Social Media, in: Digital Transformation & Global Society: Second International Conference, DTGS 2018, St. Petersburg, Russia, May 30 - June 1, 2018, Revised Selected Papers. Springer International Publishing, 2018.
4. Koltsova O., Koltsov S., Alexeeva S. V., Nagornyy O. S., Nikolenko S. I. Detecting interethnic relations with the data from social media, in: Digital Transformation & Global Society: Second International Conference, DTGS 2017, St. Petersburg, Russia, June 21-23, 2017, Revised Selected Papers. Springer International Publishing, 2017. P. 16-30. (Series: Communications in Computer and Information Science).
5. Rykov Y., Nagornyy O. S., Koltsova O. Digital Inequality in Russia through the Use of a Social Network Site: A Cross-Regional Comparison, in: Digital Transformation & Global Society: Second International Conference, DTGS 2017, St. Petersburg, Russia, June 21-23, 2017, Revised Selected Papers. Springer International Publishing, 2017. P. 70-83 (Series: Communications in Computer and Information Science).

Publications

6. Nagornyy O., Koltsova O. Mining media topics perceived as social problems by online audiences: use of a data mining approach in sociology / NRU Higher School of Economics. Series SOC "Sociology". 2017. No. WP BRP 74/SOC/2017.
6. Yuri Rykov, Oleg Nagornyy. Internet Studies in Social Sciences // Russian Sociological Review, 2017. T. 16. № 3. C. 366-394 (in Russian).
7. Nagornyy O.S. Representation of ethnicity in the Russian-speaking social media. Monitoring of Public Opinion: Economic and Social Changes. 2017. № 4. P. 165—184 (in Russian).
8. Rykov Y., Nagornyy O., Koltsova O., Natta H., Kremenets A., Manovich L., Cerrone D., Crockett D. Semantic and Geospatial Mapping of Instagram Images in Saint-Petersburg, in: Proceedings of the Artificial Intelligence and Natural Language AINL FRUCT 2016 Conference, Saint-Petersburg, Russia, November 10-12, 2016 / Eds.: S. I. Balandin, A. Фильченков, Л. М. Пивоварова, J. Zizka. FRUCT Oy, 2016. P. 110-113.
9. Nagornyy O. S., Mukhetdinova A. T. The study of the discourse on biopedagogics with the topic modelling and syntax analysis, in: Proceedings of the 4th International Scientific Conference "Mathematical and Computer Modelling" (Omsk, November 11, 2016). Omsk: Omsk State University Publishing House, 2016. P. 154-156 (in Russian).
10. Nagornyy O. S. Building topic profile of the Omsk Internet media // Bulletin of Omsk University. Series: Sociology. 2014. 1/2. P. 12-16 (in Russian).

Conferences

- 5th International Conference Internet Science: Internet in World Regions: Digital Freedoms and Citizen Empowerment (INSCI'2018), 24.10.2018 - 26.10.2018, Russia, St. Petersburg. Presentation: User ethnicity and gender as predictors of attitudes to ethnic groups in social media texts.
- Digital Transformation and Global Society 2018, 30.05.2018–1.06.2018, Russia, St. Petersburg. Presentation: Topics of Ethnic Discussions in Russian Social Media.
- 6th International Conference Comparative Media Studies In Today's World: Emotions vs. Rationality in Mediated Discussions, 17.04.2018 - 19.04.2018, Russia, St. Petersburg. Presentation: Mining problematic media topics online: what reader comments can tell us about readers' perception of news agendas.
- The 68th Annual Conference of the International Communication Association, Prague, Czech Republic, 24–28 May 2018. Accepted with two presentations: 1) "Mining media topics perceived as social problems by online audiences: readers' perception of news agendas" and 2) "Detecting social problems from user-generated content: a methodological reflection".
- European Symposium Series on Societal Challenges in Computational Social Science (14.11.2017–17.11.2017, Great Britain, London). Presentation: Ethnic Discussions in Russian-language Social Media: Representation of Ethnicities and Judgment Analysis.

- Digital Transformation and Global Society 2017, (21.06.2017–23.06.2017, Russia, St. Petersburg). Presentations: 1) "Detecting interethnic relations with the data from social media" and 2) "Digital Inequality in Russia through the Use of Social Network Site: A Cross-Regional Comparison".
- International Student Research Conference, National Research University Higher School of Economics (2.02.2017–3.02.2017, Russia, St. Petersburg). Presentation: "Social problems detection in online-media".
- 7th Annual Conference on Methods in Social Sciences "Sociological research methods (in memory of A. Kryshtanovsky)" (23.09.2016–24.09.2016, Russia, Moscow). Presentation: "Possibilities and limitations of topic modelling sociological research" (in Russian).
- 4th International Scientific Conference "Mathematical and Computer Modelling" (11.10.2016–11.10.2016, Russia,Omsk). Presentation: "The study of the discourse on biopedagogics with the topic modelling and syntax analysis" (in Russian).

Achievements and Awards

- Best final thesis competition by Russian Public Opinion Research Center (1st prize in nomination "Best MA thesis").
- Oxford Russian Fund scholarships 2015–2016 & 2016–2017 for MA students, 2017–2018 for PhD students.
- Winner of the International Olympiad Competitions for University Students and Graduates by HSE, programme "Complex Social Analysis", 2015.
- Increased State Academic Scholarship, OmSU, 2013–2014.
- Winner of the All-Russian Olympiad of schoolchildren on Social theory at regional stage, 2010.

Skills

- English language, upper intermediate (IELTS band 7).
- Programming in Python, R, JavaScript, HTML, CSS.
- Data analysis in Python (Pandas, Sklearn, etc.), R, SPSS, Excel.
- Experience with all common OS: Windows, Linux, macOS.
- Design in LaTeX, Photoshop.
- Driving license (category B).