

Özgün Yargı

EXPERIENCE

Viral Teknoloji | İstanbul, Türkiye

Jun. 2023–Feb. 2026

AI Engineer, Data Engineer

- Fine-tuned DINOv3+DETR for logo detection to analyze implicit influencer brand endorsements (**mAP@0.50:0.95 = 0.6271**).
- Built a multi-agent deep-research system for Horizon Europe projects that searches, prepares, and delivers reports aligned with project requirements through orchestrated tool calling.
- Trained a CatBoost classifier (**F1 = 94.5±0.77**) to distinguish personal from non-personal Instagram accounts, improving influencer identification.
- Built a scalable ETL pipeline with **Airflow** and **Docker** DAGs from scratch in **Google Cloud (Compute Engine)**, handling **50k+** daily Instagram API requests concurrently to enable large-scale analysis of **10M+** multimodal data points (profiles, posts, comments, images).
- Communicated analytical findings to clients through tailored reports and presentations, aligning technical outcomes with business needs in one-on-one meetings.

Sharp Focus | Los Angeles, CA, US

May 2022–Jan. 2023

Data Scientist

- Fine-tuned a domain-specific **BERT** model on naval incident reports to generate embeddings for a recommendation system built on a topic-modeling hierarchy.

Varol Lab | Sabancı University, İstanbul, Türkiye

Feb. 2023–Present

Researcher (concurrent with industry roles)

- Led a 25-member team to build a logo image dataset (**5,087 images, 9,731 annotations**), including a custom annotation environment and a pipeline to track throughput and quality.
- Built a computer vision pipeline using **SAM2**, **FaceNet**, and unsupervised learning to identify and localize account owners across paired Instagram accounts.
- Created an [open-source framework](#) for extracting structured information from images and text using **Pydantic** schemas and a **self-correcting LLM** loop.

EDUCATION

Sabancı University | İstanbul, Türkiye

Feb. 2023–Present

Ph.D. in Computer Science Passed the Ph.D. qualifying exam

Sabancı University | İstanbul, Türkiye

2023

M.Sc. in Data Science Thesis: “[Identifying influencer market manipulations and recommending engaging accounts.](#)”

GPA: 3.65/4.00

Sabancı University | İstanbul, Türkiye

2020

B.Sc. in Mechatronics Engineering

GPA: 3.02/4.00

PUBLICATIONS

Published

- **Özgün Yargı**, Onur Varol. “Instagram Account Classification: Influencer vs. Company Profiles” *32nd Signal Processing and Communications Applications Conference (SIU)*, 2024. [DOI](#) / [Link](#)

Under Review

- **Özgün Yargı**, Aksel Dindisyan, Onur Varol. “Brand Logo Detection in Social Media Images” Under review at *SIU 26*, 2026.
- **Özgün Yargı**, Onur Varol. “#Boykot: Brand-based Political Polarization” Under review at *SIU 26*, 2026.