

The Pinterest Approach to Machine Learning

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ABSTRACT

Pinterest's mission is to help you discover and do what you love -- whether that's finding the perfect recipe for your family dinner or pulling together an outfit. To achieve this level of personalization, and with 200M+ active users and billions of recommendations every day, we live on machine learning. From object detection and classification to ads auction model tuning, Machine learning is used in numerous components of our system. With limited resources as a medium-sized company, but fast growing demand from passionate users, we have to balance cutting edge technology advancement with practical system implementation that can be put in place within a short amount of time. In this talk, I will review Pinterest's approach of a careful balance between simplicity and functionality, and how we reached our current stage of system design.

BIOGRAPHY

Li Fan is the senior vice president of engineering at Pinterest, where she leads the company's technical direction and oversees a team of 400+ engineers building a visual discovery engine. Previously, Li was the senior director of engineering at Google, where she led image search; vice president of engineering at Baidu, where she was responsible for product design and development at China's largest search engine; and a software developer and engineering manager at Cisco and Ingrian Networks. She holds a master's degree in computer science from the University of Wisconsin-Madison and a BS in computer science from Fudan University in Shanghai.



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