Xi (Cecilia) Chen

Objective： Search MLE

📞 Phone： 15840352260 ✉ Email： 1321210819@qq.com

⭐ Work Experience： 5 years

🎓 Education

Northeastern University，China(Sep 2017 – Jan 2020) **Computer Science (Master)**

Academic Performance： Ranked in the top 5% of the major

Awards： First-class Scholarship of Northeastern University(2017-2019), Outstanding Graduate of 2020, National Scholarship, First Prize in the National College Mathematics Competition, First Prize in the Mathematics Modeling Competition of Northeast China, etc.

💼 Work Experience

RedNote (Little Red Book) Apr 2020 – June 2024 **Search MLE**

1.Search Retrieval: Improved relevance and engagement metrics.

   (1) Improved lexical retrieval (based on inverted index).

   (2) Improved relaxed retrieval model and applied term importance(TI) to lexical retrieval.

2. Entry Point (aka Query Recommendations): Improved search volume.

   (1) Developed personalized engagement models for various entry point query ranking.

   (2) Developed retrieval generators, including query-to-query (Q2Q), doc-to-query (D2Q), embedding based retrieval (EBR), etc.

   (3) Improved query ranking diversification.

   (4) Jointly worked with infra team for re-design and re-build the entire entry point infra.

Zhihu (Known as China's Quora) June 2024 - Present **Senior Search MLE**

1. Search Core Modeling: Improved used experience

   (1) Built the user experience evaluation framework and drove the human rating workstream.

   (2) Improved search relevance, content quality, authorativeness, and freshness experience.

   (3) Initiated the learning to rank (LTR) workstream.

2. Entity Search Ranking

   (1) Redesigned and rebuilt the user name search ranking module.

   (2) Improved blending rank (aka whole page ranking) that blends organic, questions/topics cards, etc.