

# Ashish Gupta

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## Education

**Master of Science(M.S.), C.S. (*Machine Learning Specialization*)**

Aug 2018 - Mar 2021

Georgia Tech, US

**Bachelor of Technology (B. Tech.)**

May 2006 - Aug 2011

IIT Roorkee, India

## Experience

**Meta (Facebook)**

Aug 2020 - Present

*Machine Learning Engineer*

*London, UK*

- Tech Lead focused on building modern recommendation systems for Meta's AI Innovation team.
- Developed and implemented user-understanding technologies and ML models to address key challenges in reel ranking and candidate retrieval.
- Successfully achieved a 0.3% increase in Facebook Reels *watch-time*, contributing to 5% of the company's *WT* goal.
- The previous project I led in the Ads Team was to remove *soft-matching* between Facebook and Instagram user accounts from the Facebook ad surfaces. The scope of the change included 6 teams and 20 ad surfaces, as well as 12 Graph API endpoints. (*Project's link*).

**Flipkart**

Jul 2017 - Aug 2020

*Senior Software Engineer-3*

*Bengaluru, India*

- Led the development of an initiative that uses machine learning capabilities to predict customer anxiety in the event of delayed order delivery, and initiate proactive actions to improve customer experience.
- Led a team responsible for the post-order customer experience, including the order confirmation and order details APIs (scale of 15k peak QPS)
- Redesigned the aggregator service, decreasing API response time to *550ms* from *1200ms*, decoupling UI deployment from backend, reducing time-to-market, accommodating new business requirements and supporting AB testing.
- The responsibilities include designing and implementing new features, code reviews, managing CI-CD pipelines, and bench-marking and optimizing product APIs to handle peak loads during flash sales.

**Rokitt((Io-Tahoe/Centrica)**

May 2015 - Jul 2017

*Senior Software Engineer*

*Bengaluru, India/ New Jersey, US*

- Involved in the development of *ASTRA*, a *data-discovery* software system for discovering information in data, as well as finding relationships among multiple databases with up to *90%+* accuracy through ML Classification algorithms.
- Contributed to the rapid prototyping, conceptualization, and development of *ToFrom*, a travel platform that allows users to search, book, and pay for flights and hotels. Handled the development of *flights* module.
- Created an impact analysis tool for Rokitt to allow users to track changes in their databases on a daily basis, create watch-lists, and subscribe to email notifications of changes.

**MakeMyTrip**

Dec 2013 - May 2015

*Senior Software Developer*

*Gurgaon, India*

- Designed and developed a complete referral application for MakeMyTrip.
- Developed the core of the User-Service APIs responsible for user registration, login, franchise data addition, personal information and co-travelers.

**Mphasis(hp)**

Jun 2011 - Dec 2013

*Software Engineer*

*Pune, India*

- I worked on the remediation of the security vulnerabilities found in Symantec's internal applications, such as *phishing* and *cookie vulnerabilities*.

## Publications

- Is Meta-Learning the Right Approach for the Cold-Start Problem in Recommender Systems? (*Submitted to KDD 2023*)  
*Paper Link*

## Technical Skills

- Machine Learning, Artificial Intelligence, Distributed Systems, Large Scale Application Development
- pytorch, python, java, git, L<sup>A</sup>T<sub>E</sub>X.