

Houshmand Shirani-Mehr

11645 Montana Ave
APT 108
Los Angeles, California 90049

Cell Phone: (818) 689-7544
Email: houshmand.sh@gmail.com
Work Authorization: US Citizen

EDUCATION ♦ **Stanford University**, Ph.D. in MS&E (Concentration: Data Science) 2018 (Expected)
 ♦ **UC Davis**, M.Sc. in Electrical & Computer Engineering 2012
 ♦ **Sharif University**, B.Sc. in Electrical Engineering 2009

EXPERIENCE ♦ **Snap Inc.** 01/2017 - Present
 Data Scientist, Ad Targeting & Measurement
 ♦ Led data science efforts on Snap-to-Store, Snap's most sophisticated in-house measurement solution to measure lift in offline conversion for advertisers on Snapchat. I designed the methodology and implemented the modeling pipeline including the development of the Spark application. Snap-to-Store was used to measure 40M ad spend on Snapchat in 2017.
 ♦ Developed the methodology for Snap's third-party user matching based on probabilistic record linkage, and designed the production pipeline. The final product improved our accuracy metrics by 40%.
 ♦ Developed the modeling approach for Snap's probabilistic IP matching to help with better attribution of pixel requests, resulting in 5% improvement in pixel revenue.
 ♦ **Facebook Inc.** Summer 2016
 Data Science Intern, Messenger Growth
 Analyzed content shared on Facebook Messenger to propose features to increase engagement.
 ♦ **IBM Research** Summer 2015
 Research Intern, Advanced Computing
 Developed the first iteration of an analytics pipeline for modeling sensor array data.
 ♦ **Intel Corporation** 2011 - 2014
 Component Designer, Visual & Parallel Computing Group
 Designed and validated multiple video processing units for graphics core of Intel processors.

PUBLICATIONS ♦ Going Beyond National Elections - using Bayesian Methods and Big Data to Predict the House Elections, with Tobias Konitzer, Sharad Goel, and David Rothschild. Working paper.
 ♦ One Person, One Vote? Estimating the Prevalence of Double Voting in U.S. Presidential Elections, with Sharad Goel, Marc Meredith, Michael Morse, and David Rothschild. Under review.
 ♦ Disentangling Total Error, Bias, and Variance in Election Polls, with Sharad Goel, David Rothschild, and Andrew Gelman. Journal of the American Statistical Association.

PATENTS ♦ Y. Ma, S. Wu, M. Akhoondi, H. Shirani-Mehr and D. Cohen. 2017. Location based measurement solution. U.S. Patent Application 62/484299, filed April 2017. Patent Pending.

HONORS
AND
AWARDS ♦ Snap Engineering Craftsmanship Award, 2018.
 ♦ Stanford School of Engineering Fellowship, 2015.
 ♦ Intel Divisional Recognition Award, 2013.

TECHNICAL Programming Languages: R, Python, Scala, SQL, C++
SKILLS Platforms & Packages: Apache Spark, Google Cloud Dataflow, MATLAB.