Kevin Dela Rosa

kevd1337@gmail.com — 214.435.4949

EDUCATION

- **Carnegie Mellon University** — Pittsburgh, PA
  Master of Computer Science in Language Technologies — August 2011
- **University of Texas at Arlington** — Arlington, TX
  Bachelor of Science in Software Engineering & Physics (double major) — May 2009

WORK EXPERIENCE

- **Snap, Inc. (formerly Snapchat)** — Seattle, WA
  Manager + Tech Lead, Machine Learning Engineering. Previously Software Engineer (Core Engineering) — June 2016 - Present
  - Driving the technical road maps of multiple projects involving large scale multimedia retrieval, audio understanding, NLP and computer vision; leading projects, mentoring engineers, and providing technical guidance to partner teams
  - Launched scan module in lens studio which allows users to scan objects, places, cars and dogs in the world with a massive database of item labels within community created Snapchat augmented reality experiences / lensess
  - Launched numerous high profile scan camera integrations with partners like Coca-cola, McDonald's, NBA, United Nations, Louis Vuitton, Too Faced Cosmetics, L.A. Rams, TurboVote, Ralph Lauren, Cheetos, Art Basel
  - Authored architectural & algorithmic improvements to content based information retrieval systems powering scan image search & other related use cases; decreased index training time by 95%, expanded search capabilities by 100x
  - Authored infrastructure for large scale approximate neighbor search, content understanding & dataset collection
  - Primary contributor of multiple deep learning models powering lens recommendations (scene tagging, sky segmentation, hand detection); improved average precision of logo detector models used at Snap by 54%
  - Contributed to backend and iOS / Android apps for context cards, widgets, search, chat, notifications & friending
- **Amazon.com, Inc.** — Seattle, WA
  Software Development Engineer II — Sept 2011 - June 2016
  - Led development of a product de-duplication system that continuously improves Amazon.com catalog quality
  - Contributed catalog validation logic & matching criteria; launched over 30 new Amazon.com product categories
- **Carnegie Mellon University** — Pittsburgh, PA
  Graduate Research Assistant — Jan 2010 - August 2011
  - Conducted research in natural language processing & educational computing applications; resulted in 8 publications
- **Space and Naval Warfare Systems Command (SPAWAR)** — San Diego, CA
  Naval Research Enterprise Intern — May 2009 - Aug 2009
  - Designed experiments & developed text classifiers for use on military chat posts. Results published in ICMLA

SELECT TALKS & PUBLICATIONS (3 INDUSTRY TALKS, 12 ACADEMIC PAPERS, 400+ CITATIONS)

- **Open-Vocabulary Object Detection Using Captions** — CVPR
  A Zareian, K Dela Rosa, DH Hu, SF Chang — 2021
- **MLOps at Snapchat: Continuous Machine Learning with Kubeflow & Spinnaker** — Kubecon
  K Dela Rosa — 2020
- **Build accurate training datasets with Amazon SageMaker Ground Truth** — AWS re:Invent
  V Madan, K Dela Rosa — 2019
- **Adding intelligence to your JS applications** — CascadiaJS
  K Dela Rosa — 2015
- **Self-assessment in the REAP tutor: knowledge, interest, motivation, & learning** Journal of AI in Education
  K Dela Rosa, M Eskenazi — 2013
- **Topical Clustering of Tweets** — ACM SIGIR Workshop on Social Web & Mining
  K Dela Rosa, R Shah, B Lin, A Gershman, R Frederking — 2011
- **The advection of supergranules by the Sun's axisymmetric flows** — Astrophysical Journal
  DH Hathaway, PE Williams, K Dela Rosa, M Cuntz — 2010
- **Text classification methodologies applied to micro-text in military chat** — ICMLA
  K Dela Rosa, J Ellen — 2009

SKILLS & TECHNOLOGIES

- **Coding**: Python, Java, JavaScript, Go
- **Machine Learning**: TensorFlow, PyTorch, Kubeflow

Cloud: AWS, Google Cloud, Docker, Kubernetes

Big Data: Apache Spark, Airflow, Beam