



Shashank S

Data | Product | Design

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PROFESSIONAL EXPERIENCE

Glance, InMobi

Machine Learning Engineer 3

2022.07 – present

- Design and develop a hierarchical recommendation system [↗](#), modelling for the proportion of modalities based on user affinity as the first layer; build on ideas from Multi Armed Bandits(v1), Elo Ratings(v2)
- Develop a clustering based Look-alike model for sparse users, increasing engagement by 5%; moving users to “dense” faster
- Explore diverse ML models, including User-level Logistic Regression, Reinforcement Learning with MABs, Probability State Machines, Popularity, and Linear models
- Direct a high-impact team, delivering recommendations to 100M+ DAUs [↗](#) under 500ms latency, across two prominent OEMs.
- Lead Automation Platform for ML systems, implementing production-grade practices [↗](#), Metrics (Neptune) setup, system re-architecture, Model Controller (profiling, optimization), pipeline optimizations, and dashboarding (Superset, Tableau).
- Other projects: Event-driven Personalization using PySpark Structured Streaming, CGen, and Events Framework across various versions.

Data Scientist 2

2021.05 – 2022.06

- Full Stack Data Scientist involved in: design systems, data engineering, model building, deployments, monitoring and experimentation.
- Build a graph based consumer-creator recommendation system, serving a million daily active users
- Design and deploy a GBM based image recommendation system for a cohort of 10Mn DAU, operating under 50ms latency
- Automated quiz generation over live video stream in real-time; PoC on YouTube Live Streams

Bright Money [↗](#)

Data Scientist

2021.01 – 2021.04

- Design and productionize the flagship Debt Manager - an end-to-end AI system that analyzes the finances of an agent, collects the money required in a distributed fashion when affordable, pays the minimum dues of the credit cards; all the while maintaining the state of all cards and payments.
- Build the system on AirFlow and Django to serve 10's of thousands of users, with close to \$100k worth of transactions flowing through the system every day.

Junior Research Scientist

2019.06 – 2020.12

- Founding Data Scientist, involved in all things Data Science
- Various zero-to-one products like Bills identification, affordability prediction, overdraft prediction, liability inferences
- EDA, time-series analysis, various predictive models (income, expense, balance, affordability, overdraft), segment analysis, user behaviour tailoring
- Work with product to optimize for metrics like retention, activation, monetization

PUBLICATIONS

- Automated Debt Management Patents, USPTO** 2021
Foundational work leading up to the patents US20220261886A1 [↗](#) and US20230075411A1 [↗](#)
- DL Segmentation and Quantification of Meibomian Glands,** 2019
Biomedical Signal Processing and Control [↗](#)
Present a strategy for segmentation of Meibomian glands using Convolutional Neural Networks.

EDUCATION

- Bachelors, Computer Science and Engineering,** 2014 – 2018
Sir M. Visvesvaraya Institute of Technology
- First Class with Distinction
 - Electives: Pattern Recognition; Artificial Intelligence; Clouds, Grids and Clusters
 - Thesis: Image Regeneration with Generative Models [↗](#)

PROJECTS

- Dark Money,** *the personal finance dashboard you need* [↗](#) 2023.12
- Color Mood,** *find your favourite color of your current mood* [↗](#) 2023.08
- diffAKI,** *pictionary, with Stable Diffusion* [↗](#) 2022.09
- Wazir,** *the general purpose image and text combinator* [↗](#) 2023.02
- Ghost Game,** *multiplayer game where you don't complete the word.* [↗](#) 2021.07
- Image Regeneration w/ Generative Models,** *semantic inpainting* [↗](#) 2018.05
- Pretty Pixel,** *manipulate a 3D playing field of stars* [↗](#) 2017.07
- Souffleur,** *smart speech prompter while on stage* [↗](#) 2016.01

CERTIFICATES

- Neural Networks and Deep Learning [↗](#)
- ML Stanford University, Coursera [↗](#)
- Android Developer Nanodegree, Google, Udacity [↗](#)

EXTRACURRICULARS

Volunteering

- *Section Leader in Code in Place* [↗](#) , Stanford University

Honours

- *ACM ICPC 2015* [↗](#) , Honorable Mention
- *Letter of commendation by Minister of HRD* [↗](#) , Kendriya Vidyalaya, AISSCE (12th Board)