

PINKESH BADJATIYA

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Applied Scientist 2

SEPT '21 - CURRENT (3 YEARS)

Working with the **PeopleAlsoAsk Team @Bing, STCI** where I focus on **Building, Productionizing and Scaling Machine Learning systems for Bing users** while maximizing **DAU & User Experience**, with **Web-ready latency (<10ms)**.

Core Impact:

- Performed various LLMs Quantization & Optimization techniques to reduce latencies and increase throughputs.
- Proposed, Trained, Optimized & Distilled the Relevance Model, then quantized on FPGA architecture for <10ms latency. In production, ONLY Relevance Model for PeopleAlsoAsk@Bing, Shipped with **100% Bing Coverage**
- Productionized various Quality models – **FPGA Relevance Model, Rel-Rank Model, QnA Generation Model (offline), Video QnA Generation, Realtime QnA Retrieval** – aggregating to Bing DAU gains of **0.1+%**
- Shipped the ranker “**Dynamic Ranker**” – Improved engagement by **10+%**, Provides quality data for all the LLM modelling efforts; Provides **50% of the online ranking signal**; Shipped w/ **60% Bing Coverage**
- Shipped new experience “**Video QnA**” – Created Model to generate QnA from Video content, Collaborated with IIT Madras, Shipped to production w/ **2% Bing coverage**
- Shipped new experience “**Build Your Own Prompt**” for Copilot on Bing – **Manually Reformulated Queries reduced by -0.24%, Lowest bad transfers % to Copilot**, ensuring user-success, Filed a patent, Picked up by **SEO Tabloids**
- Built a **real-time QnA Generation SLM Model (25ms @6 tok latency)**. Optimized model using distillation, quantization, architecture pruning, and compression.
- Helped with the backend for other new experiences like Health QnA, QnA Rewrite, Relevance v2, etc.
- Top performer every year, Huge Impact on all KPIs – DAU, Coverage, Engagement, Experience etc.**

Team Impact:

- Team Champ for POC & New Idea Execution from 0 to 1. Performed POCs for experiences like People Also Watch, Copilot on Whatsapp, Copilot Quality for Indic Languages, etc..
- Leading a team of 2 applied scientists and 3 engineers, vested in their success.
- Additional Responsibilities include – Admin for STCI-wide GPU cluster, Regular talks as part of SLM v-Team etc..
- Internal talks – SLMs, Prompt Engineering, Modelling & Distillation, etc
- External talk & workshop – *Prompt Engineering in AI Applications @TakeLessons, World of LLMs & Prompt Engineering @BITS GOA*
- Mentored **3+ internship projects**

PAST EXPERIENCE

SERVICE

External Reviewer / PC Member

- Reviewer:** AI-ML Systems 2024, ICCV 2021, CVPR 2021, AAAI 2021, EMNLP 2018, ICWSM 2019, CODS-COMAD 2021, WOA-EMNLP 2020, ICON 2019, ALW 2019
- PC Member:** AAAI 2021, WOA-EMNLP 2021, CODS-COMAD 2022, ICON 2019



Machine Learning Researcher

JUNE '19 - SEPT '21 (2 YRS 4 MONTHS)

- Researcher @**Media and Data Science Research (MDSR) Lab** - a BU embedded research group in Digital Marketing at Adobe
- Few-Shot Learning** to 1-shot learning for banner tagging for websites; (**abstract, human, non-human**) for personalizing the banner-ad on website; Obtained ~ 94% Top-1 accuracy and deployed the model to production; Project for **Samsung**.
- Image Editing w/ GAN:** Image editing & interpolation using GANs; worked on GAN framework (extended StyleGAN-2) for generating interpolations across attributes like gender, age, smile, and eyeglasses; proposed a new interpolation strategy; collaborated with core Adobe Photoshop team to replace the existing StyleGAN-2 Model; Filed a patent.
- Major Research Projects:** Multi-modal Image Retrieval, Semantic Face Editing, Action Spaces in RL, Supervised/Unsupervised Representation Learning, GANs, Multi-modal Bundle Recommendation, Adversarial NAS, Semantic Similarity, Multi-Agent Reinforcement Learning, Policy Optimization, Logo Detector..
- Accepted **1 center-stage breakout talk, 2 posters** and **1 tutorial** in the Adobe Tech Summit (Virtual due to Covid-19)
- Submitted **6 papers** and **10 patents** in US and other countries.
- Mentored **12+ internship projects** with **17+ student interns**.
- Built recommendation model for “**Related Conversations**” feature on <https://community.adobe.com>. Increased CTR by **38%**, Reduced Help Forum visits by **30%** (99% t-test confidence). Lead a team of 2 engineers + Collaborated with the respective Product Team Engineers.
- Published a tech-blog on Adobe Tech Blog <http://bit.ly/magix-adobe-tech> as part of Adobe India Hackathon.



Machine Learning Research Intern

JAN '19 - APRIL '19 (4 MONTHS)

Working towards solving social dilemmas using cooperation for Multi-agent setting using Deep Reinforcement Learning using Model-based Value functions. Extended into a full-time offer.

Research Assistant

SEPT '18 - SEPT '19 (12 MONTHS)

Worked on **Identification of Discriminatory Content on Social Media** with **Prof. Vasudeva Varma** (IIIT-Hyderabad) and **Prof. Manish Gupta** (Principal Applied Scientist, Microsoft India R&D) at Information Retrieval & Extraction Lab (iREL), IIIT Hyderabad.



Software Engineer Intern

MAY '18 - JULY '18 (3 MONTHS)

- Designed an algorithmic solution using constraint optimization to minimize a KPI calculation based on few regulatory constraints.
- Resulted in equivalent monetary benefit of **X Billion \$**. Extended into a full-time offer.
- Developed using **java & scala** with TDD, OOP concepts and design patterns. Performed error analysis & deployed to production.



Data Analytics/Site Reliability Engineer Intern

SEP '17 - MAR '18 (7 MONTHS)

- Developed analytics from the reports produced by ~280 co-working startups incubated at T-Hub.
- Analyzed the user traffic flows to improve the site experience and generate weekly statistics for internal-analysis.



Teaching Assistant

AUG '16 - DEC '18 (2 YEARS 6 MONTHS)

- Information Retrieval & Extraction (*Monsoon 2018*)
- NLP Applications (*Spring 2018*)
- Statistical Methods in Artificial Intelligence (*Monsoon 2017*)
- Data Structures (*Spring 2017*)
- ITWS-1 (*Monsoon 2016*)



Google Code-In '16 Mentor

NOV '16 - JAN '17 (3 MONTHS)

Mentored students working on the *ListenBrainz* project. Tasks involved creating tasks of varying difficulty levels and evaluating their submissions.



System Administrator and Organizer

JUL '16 - JUN '17 (11 MONTHS)

Felicity Threads is the annual technical fest of IIIT Hyderabad. I was incharge of the various servers on which different contests were hosted and maintain the AWS & email-servers, and perform tasks like creating websites, user-management, Linux instance maintenance, and maintaining docker, kafka, mysql and redis servers.



Google Summer Of Code (GSoC) '16 Intern

APR '16 - AUG '16 (4 MONTHS)

- Created a proxy submission Flask API compatible with Last.fm scrobbles.
- Added scrobbling support for desktop clients with support for tracking currently playing song in Redis.
- Blog: <https://blog.musicbrainz.org/2016/08/23/gsoc-16-listenbrainz-fun/>

AWARDS, GRANTS, HONORS AND ACHIEVEMENTS

2023	Patent on BURP being filed in US	Microsoft, USA
2022	10 patents being filed in US and other countries	Adobe, USA
2021	Promoted to SDE 2 @Adobe (in 6 months); ML Engineer 2 @Adobe (in 12 months.)	Adobe, India
2020	Project ANGEL Google AI/ML Research Award 2020 Insights from my undergraduate research work subsequently resulted in the formation of Project ANGEL at IIIT Hyderabad which later garnered the Google AI/ML Research Award 2020 to my advisor.	
2019	TheWebConf Student travel grant for attending TheWebConf '19 conference in US.	San Francisco, USA
2019	Microsoft Research (MSR) Travel Grant for attending TheWebConf '19 conference in US.	San Francisco, USA
2018	Dean's Research Award Awarded in semesters <i>Monsoon 17</i> & <i>Monsoon 18</i> for obtaining research publications during undergraduate studies.	IIIT Hyderabad
2018	Dean's Merit List for academic excellence Selected in Dean's List in semesters <i>Monsoon 15</i> , <i>Monsoon 17</i> & <i>Spring 18</i> . Awarded to <u>Top 5%</u> of the batch.	IIIT Hyderabad
2018	ECIR-Grenoble Travel Grant for attending ECIR'18 conference in France.	Grenoble, France
2017	Ranked 3 rd in the Big Data Challenge <i>Department of Higher & Technical Education Government of Rajasthan, India</i> 1741 teams participated from all across India. Awarded prize by the Vasundhara Raje, Chief Minister of Rajasthan	
2017	Best Poster Presentation Award Received award for publication <i>Deep Learning For Hate Speech Detection in Tweets</i> at the 26th International WWW Conference 2017	WWW'17, Perth, Australia
2016	My team <i>SourceCode</i> ranked 80 th in the 2016 ACM-ICPC Asia Chennai Regional Contest, 67 th in the Asia-Chennai '16 Online Round and 107 th in the Asia Amritapuri '16 Online Round.	
2014	AIR 3313/1.4 million (All India Rank) in JEE-Advance	
2014	AIR 7044/1.4 million (All India Rank) in JEE-Mains (State Rank-258)	

NOTABLE PUBLICATIONS

2022	SAC: Semantic Attention Composition for Text-Conditioned Image Retrieval Surgan Jandial*, Pinkesh Badjatiya*, Pranit Chawla*, Ayush Chopra*, Mausoom Sarkar, Balaji Krishnamurthy* * denotes equal contribution <i>Accepted at WACV, 2022</i>	
2022	SHERLock: Self-Supervised Hierarchical Event Representation Learning Sumegh Roychowdhury, Sumedh A Sontakke, Mausoom Sarkar, Pinkesh Badjatiya, Milan Aggarwal, Nikaash Puri, Balaji Krishnamurthy, Laurent Itti <i>Published at International Conference on Pattern Recognition (ICPR) 2022</i>	
SEPTEMBER 2020	TRACE: Transform Aggregate and Compose Visiolinguistic Representations for Image Search with Text Feedback Surgan Jandial*, Ayush Chopra* (MIT Media Labs), Pinkesh Badjatiya*, Pranit Chawla, Mausoom Sarkar, Balaji Krishnamurthy	<i>Under Review</i>
AUGUST 2020	Status-quo policy gradient in Multi-Agent Reinforcement Learning denotes equal contribution	<i>Under Review</i>

	Pinkesh Badjatiya , Mausoom Sarkar, Abhishek Sinha (Standford, USA), Siddharth Singh, Nikaash Puri, Jayakumar Subramanian, Balaji Krishnamurthy (Adobe, India) <i>Published at DeepRL Workshop NeurIPS 2021, Got accepted as Extended Abstract in AAMAS 2020</i>	
SEPTEMBER 2020	Leveraging Style and Content features for Text Conditioned Image Retrieval Pranit Chawla, Surgan Jandial, Pinkesh Badjatiya , Ayush Chopra (MIT Media Labs), Mausoom Sarkar, Balaji Krishnamurthy <i>Published at CVFAD - CVPR 2021 (long paper)</i>	CVPR-W 2021
AUGUST 2020	MixBoost: Synthetic Oversampling with Boosted Mixup for Handling Extreme Imbalance Anubha Kabra, Ayush Chopra, Nikaash Puri, Pinkesh Badjatiya , Sukriti Verma, Piyush Gupta, Balaji Krishnamurthy (Adobe, India) <i>Published in Internation Conference on Data Mining (ICDM) 2020 (long paper)</i>	ICDM 2020
NOVEMBER 2019	Multi-label Categorization of Accounts of Sexism using a Neural Framework Pulkit Parikh, Harika Abburi, Pinkesh Badjatiya , Radhika Krishnan, Niyati Chhaya (Adobe Research, India), Manish Gupta (Microsoft, India), Vasudeva Varma <i>Published in Empirical Methods in Natural Language Processing (EMNLP), 2019 (long paper)</i>	EMNLP 2019
OCTOBER 2018	Stereotypical bias removal using Knowledge-based Generalization for Abuse Detection Task Pinkesh Badjatiya , Manish Gupta (Microsoft, India), Vasudeva Varma (IIIT-H) <i>Published in The World Wide Web Conference (TheWebConf) 2019 (long paper)</i>	
DECEMBER 2017	Attention-based Neural Text Segmentation Pinkesh Badjatiya , Litton J Kurisinkel, Manish Gupta (Microsoft, India), Vasudeva Varma (IIIT-H) <i>In proceedings of European Conference on Information Retrieval (ECIR), 2018 (long paper)</i>	ECIR 2018
APRIL 2017	Deep Learning for Hate Speech Detection in Tweets Pinkesh Badjatiya* , Shashank Gupta*, Manish Gupta (Microsoft, India), Vasudeva Varma (IIIT-H) <i>Published in International World Wide Web (WWW) Conference, 2017</i> • Received Best Poster Presentation Award at WWW'17, Perth, Australia • Our work received significant print media coverage: https://bit.ly/hatespeech-iiith-best-poster	WWW 2017
	For complete list of publications, and patents, please visit pinkeshbadjatiya.github.io	

EDUCATION

2018 - 2019	MS by RESEARCH in Computer Science and Engineering International Institute of Information Technology, Hyderabad (IIIT Hyderabad) <ul style="list-style-type: none"> • Specialization: Information Retrieval, Natural Language Processing, Machine Learning, Deep Learning • Best Poster Award (WWW'17), ECIR Student Travel Grant, Microsoft Research Travel Grant, WWW Student Travel Grant, Dean Research Award • Advisor: Dr. Vasudeva Varma (IIIT Hyderabad); Dr. Manish Gupta (Microsoft India R&D)
2014 - 2018	B.Tech in Computer Science and Engineering International Institute of Information Technology, Hyderabad (IIIT Hyderabad) OVERALL CGPA: 8.71 / 10

TECHNICAL SKILLS

	<ul style="list-style-type: none"> • Proficiency: Advanced, <u>Intermediate</u>, Basic
Programming Languages	Python , C++ (STL), C, java, <u>Scala</u>
OS	GNU/Linux ❤️, Microsoft Windows
Scripting	Python , Bash , <u>Scala</u>
Web Technologies	HTML , CSS , <u>Flask</u> , <u>JavaScript</u> , Web2py , Django
Machine/Deep Learning	TensorFlow , PyTorch , numpy , sklearn , pandas , theano
Others	MySQL , Git(VCS) , Markdown , apache2 , nginx , <u>LaTeX</u> , <u>AWS</u> , <u>Redis</u> , Cassandra, Docker, <u>POSIX</u> , <u>pthreads</u> , sockets, Grafana
Interests	Machine Learning, Natural Language Processing, Deep Learning, Reinforcement Learning, Algorithms, Operating Systems, Disatributed Systems