

Puru Anand

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EDUCATION

Master of Computer Science

University of California, Irvine

GPA: 3.95 / 4.00

Irvine, CA | Dec 2022

B.E. in Computer Engineering

Netaji Subhas Institute of Technology, University of Delhi

GPA: 3.57 / 4.00

Delhi, India | Jun 2017

PROFESSIONAL EXPERIENCE

GOOGLE | Software Engineering Intern

Los Angeles, CA | Jun 2022 – Sep 2022

- As a part of Ads Forecasting, provided performance forecasts for video ad campaigns to over **4M advertisers**.
- **Created the entire backend** of a new type of ad campaigns called Target Frequency in Google Ads Reach Planner tool; Primarily used **C++**.
- Made changes to the team's validation dashboard to **run daily validations** for this new ad type.
- Built a quality tool using **Colab** to measure the success metric defined for Target Frequency ad campaigns.
- Modified the code of the underlying model used for forecasting to add support of these new ad campaigns.
- Ran **A/B tests** to compare quality; The accuracy of forecast predictions was **increased by 86%**.
- Out of 40+ interns, I was **one of 10** selected to showcase my project to the overall YouTube Ads lead.

SAMSUNG ELECTRONICS | Software Engineer

Delhi, India | Jul 2017 – Jul 2021

- Handled server-side operations of Samsung Smart TV's search engine serving over **14M requests daily**.
- Collated metadata from different providers and made it searchable; Developed microservice based **REST APIs** in **Node.js** and batch processes in **C#** and **SQL** to return complex query results in less than one second.
- Drove a first-of-its-kind **NLP**-based project from development to release; User can search for a program by describing it; Utilized features of **Google BERT** and **Elasticsearch** to increase **mean reciprocal rank from 0.02 to 0.68** on 500+ crowd-sourced search queries; **Led a team of three engineers** to deliver this project.
- Developed a portal for intra-team use; Features include manipulating search results, simulating search queries, analyzing failed searches and monitoring of batch processes; Coded in **Angular** and **Node.js**.
- Formulated a **Python**-based **NLP** tool to show easier synonyms of difficult words in subtitles while watching programs in real-time; Won second prize in intra-company hackathon.
- Setup CI/CD **Jenkins** pipelines and **Ansible** playbooks for deployment to Windows servers via Git; Deployment times were **reduced by 40%**.
- Recognized with multiple monthly Spot Awards and **Outstanding Performance** Quarterly Award.

PROJECTS

AN ANALYSIS OF DEPRESSION DETECTION IN TWEETS ([GitHub](#)) Intro to Artificial Intelligence | Dec 2021

- Devised a total of three **Machine Learning** and **Deep Learning** models to detect depression in a tweet; Achieved a **final accuracy of over 98%**.
- Built a novel dataset using Sentiment140 corpus; Implemented baseline models using **Logistic Regression** and **Naïve Bayes** methods; Evaluated an **LSTM**-based architecture by iterating over different loss functions, learning rates, optimizers etc.

SKILLS

- **Programming languages:** C++, C#, JavaScript, SQL, C, HTML/CSS, PHP, Python.
- **AWS Services:** EC2, DynamoDB, S3, RDS, Athena, CloudWatch.
- **Frameworks/Libraries/Tools:** Node.js, Angular, jQuery, Jenkins, Ansible, Google BERT, Elasticsearch, Solr.