Personal

Name
Reem I. Masoud

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Interests

Squash

Open Water Diving

Languages

Arabic	Native
English	Fluent

Reem I. Masoud

A PhD student in the Infromation, Inference, and Machine Learning (IIML) research group at University College London (UCL). My research domain revolves around recommender systems with a focus on Arabic speaking users.

Research Interests

I am interested in Control Theory, Machine Learning, Recommender Systems, and NLP. I have dedicated my MSc thesis working on Algorithmic Optimization in Financial Stocks which focused on reinforcement learning methods. After that, I continued my PhD at UCL in culturally aware recommender systems. My research focus is currently on algorithmic bias and unfairness in recommender systems. My industrial background at Procter and Gamble has given me a solid grasp on the business aspect of my research interest, while my MSc in Control and Optimization from Imperial College London has given me the fundamental technical background.

Education and Qualifications

PhD in Machine Learning   Nov 2022 - Aug 2026
University College London (UCL), London

- 1st year PhD student working on algorithmic bias and unfairness in recommender systems, supervised by Prof. Miguel Rodrigues and Prof. Philip Treleaven.
- Post Graduate Teaching Assitant for the NLP course at UCL
- Member of the IIML research group and the machine learning reading group at UCL

MSc in Control and Optimization   Oct 2020 - Oct 2021
Imperial College London, London

Achievements:
- Graduated with Merit.
- Conducted a poster presentation in "Algorithmic Optimization in Financial Stocks Using the Julia Programming Language".

BSc in Electrical and Computer Engineering   Sep 2013 - Jun 2017
King Abdulaziz University, Jeddah

Achievements:
- Graduated with First-Class Honours.
- Awarded a fully funded scholarship from King Abdulaziz University (KAU) to continue my Masters and PhD.
- Founder and formal Editor-in-Chief of Engineering Gazette which is KAU's College of Engineering Newsletter at the Female Campus.
- Founder and former president of KAU Toastmasters Club.
- Former vice president IEEE Student Branch - KAU at the college of engineering female campus.
- College representative in KAU's ABET accreditation visits, NCAAA accreditation visits, and Harvard business students visits.

High School Diploma   Sep 2009 - Jun 2012
Al Bayan Model School for Girls, Jeddah, Saudi Arabia

- Graduated with First-Class Honours and a GPA of 99.98%.

Work experience

Operational Excellence Manager   Sep 2021 - Sep 2022
Jeddah Medical Health Center (JedMed), Jeddah

My work involved developing strategies and policies, performing gap analysis on ongoing processes, and optimizing standards of procedures.

Lecturer/Teacher Assistant
Nov 2019 - Jun 2020

King Abdulaziz University - Department of Electrical and Computer Engineering, Jeddah, Saudi Arabia

- I've been a TA for the following subjects: Probability and Engineering Statistics, Numerical Methods in Engineering, Robotics, and Engineering Design II
- I was promoted to Lecturer in 2022 before pursuing my PhD at UCL

Quality Control Manager
Aug 2018 - Oct 2019

Procter and Gamble (P&G), Jeddah

- The first female Quality Control Manager in Jeddah Plant responsible of Pampers and Always Quality Control teams through 24/7 operation.
- Process Based Quality Assurance (PBQA) system owner which extracts data from production line cameras.
- PBQA global platform representative.
- Finished Product Quality (FPQ) Daily Management System (DMS) Owner.
- Analysed patterns of quality defects and systematically improved them.
- The plant won three Global Awards during my assignment for the improvement in quality control, the highest PBQA globally, and the exceptional reduction of consumer and customer complaints.
- Developed tools to optimize the release process with minimal man hour losses.

Project Manager and Capital System Manager (CSM)
Oct 2017 - Aug 2018

P&G, Jeddah

- Managed all of Jeddah Plant's facility projects including the feasibility study of industrial automation on Pampers and Always production lines.
- Managed over 4M$ of budget and 2B$ of fixed assets.
- Jeddah Plant representative in the Capital System Management global platform with collaboration from leaders from around the world.

Undergraduate Researcher
Jun 2016 - Jun 2017

King Abdullah University of Science and Technology (KAUST), Thuwal

- Worked on localization techniques using multi-robot systems with Prof. Jeff Shamma by developing algorithms for higher accuracy and filtering.

Research Internship
Jun 2015 - Aug 2015

King Abdullah University of Science and Technology (KAUST), Thuwal

- Collaborated with designers to develop a program that optimizes analog circuits.
- Built an indoor localization system using radio frequency and ultrasonic signals.

Courses

Machine Learning Specialization by Andrew Ng
Nov 2022 - Mar 2023

DeepLearning.AI and Standford University

Recommender Systems Specialization by Joseph Konstan and Michaerl Ekstrand
Feb 2023 - Jun 2023

University of Minnesota

Teaching Associate Program (TAP)
Jan 2023 - Feb 2023

UCL

Publications

- G. Samet, J. Jiming, A. A. Alghamdi, M. I. Reem and S. Jeff, "Real Time Onboard Ultrawideband Localization Scheme for an Autonomous Two-robot System" in *2nd IEEE Conference on Control Technology and Applications, CCTA 2018*, Copenhagen, DNK, 2018.
- Reem I Masoud, Rahaf S AlShamrani, Fatima S AlGhamdi, Sara A AlRefai and Hemalatha M, "Green Cloud Computing: A Review" in *International Journal of Computer Applications* 167(9):5-7, June 2017.

Achievements

- "The Giving Award" at KAU for representing the cohort and the department and aiming for continuous improvement in 2017
- 3rd place research paper winner in KAU's 7th Scientific Forum in 2016
- 'Best Initiative Award' at KAU for starting Engineering Gazette in 2015
- Finalist in the Winter Enrichment Program Poster Competition at KAUST in 2014
- 3rd place winner at Gold's Gym Squash Tournament in 2013

References

References available on request.