

Srik (Srikanth) Gorthy

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SUMMARY

9+ years experience in Machine Learning and Data Science building end-to-end solutions. 4+ years experience as Entrepreneur, solutions architect and team builder from ideation to market launch. Worked in various verticals such as Music, Banking, Semiconductors, FMCG and Internet Technologies.

Expertise Areas: Deep Learning, NLP, Generative Models, Recommender Systems, Knowledge Graphs, Logic, Data Analysis

Skills/Tools:

- Machine Learning and Data Science: Python, PyTorch, TensorFlow, scikit-learn, keras, R, NLTK, Pandas, Numpy, SQL
- Web Development: HTML5, CSS, JavaScript, Django, RShiny, Plumber
- Other: AWS [EC2, S3, ECS, Redshift/RDS], KNIME, Git, Docker

EXPERIENCE

AMD(Advanced Micro Devices)

Member Of Technical Staff, ML/AI Engineer

Jan '20 - Aug '21

Drove innovation in the driver integration validation team, creating automation leveraging ML/AI models

- Engineered a multi-model system into production, automating and standardizing driver test plan generation, failure classification and root-cause identification using RNNs and Word2Vec, **saving 9+ FTE** resources for multiple focus areas in ~1.5 years
- Created an ensemble Random Forests and Naive Bayes models to identify bug severity **reducing manual evaluations by 30%**

TVally

CEO/Co-Founder

Jul '17 - Dec '19

Founded an online music streaming platform for independent music in India with 2000+ users

- Developed a content-based recommender system from scratch; scraped 10000+ songs/tracks; automated track elements annotations; crafted 100+ playlists, **decreased search time by 75% and increased activity rate by 50%**
- Created and led an ML/DS team of four to deploy models to estimate ideal web page journeys and estimate customer life lengths

Google

Analyst, Google Search

Aug '15 - Jul '17

Led efforts to reduce spam and abuse in the Trust and Safety team building scalable solutions

- Built an in-house ML team from scratch to yield scalable solutions; Managed and **delivered 5 projects in 2 quarters**
- Produced an ensemble model leveraging Linear Discriminant Analysis and Gradient Boosting Machines to identify gibberish content on an HTML page, **reducing the spam rate by 35%** in a quarter
- Built a tool for auto-segregating user feedback into actionable segments across various teams using NLP techniques alongside K-Means and Gaussian Mixture Models, **reducing the time to action by 20% and improving feedback response rate by 50%**
- **Trained 150+ employees** across locations on ML techniques to increase ML adoption

LatentView Analytics

Senior Analyst

Oct '14 - Jul '15

Created solutions for client projects learning to lead teams by example

- Identified causal factors to enhance an album ranking on the Billboard Charts utilizing PCA for a multinational music conglomerate
- Crafted a strategy to convert prepaid to postpaid accounts using clustering techniques for an Indonesian telephone services provider working onsite, **improving monthly conversions from 3.5% to 15%** in 2 quarters

Analyst

Dec '12 - Sep '14

Produced predictive model solutions for various industries and traveled onsite to present the work

- Trained 2500 models for various segments of a 2 billion rows dataset with 2500 dimensions to detect credit card frauds for a global credit card company **reducing fraud by 40%**
- Modeled a credit scoring system for a Middle Eastern County's Credit Bureau with an AUC of 0.75
- Prepared brand perceptual charts by scraping Twitter data for a multinational beverage brand to identify potential market gaps

EDUCATION

Northwestern University, IL, USA

MS in Artificial Intelligence

Sep '21 - Dec '22

Birla Institute of Technology and Science, Pilani, India

BE(Hons.) in Chemical

Jan '09 - Dec '12

PUBLICATIONS

- *Automated Intelligent Test Planning using Deep Learning Techniques* in the AMD Technical Authors Conference (Nov '21)
- *Machine Learning-Based Failure Analysis for Verification and Validation* in the AMD Technical Authors Conference (Nov '20)

MISCELLANEOUS

- Gave multiple talks on NLP and Introductory AI at Universities in India and Online Platforms in the US (Nov '20 - Apr '21)
- Was awarded *Spot bonus* and *7 Peer Bonus* awards for Excellence of Delivery and collaborative work at Google