Seraphina Goldfarb-Tarrant

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SUMMARY

- NLP (Natural Language Processing) researcher in: Multilingual NLP, Machine Learning Fairness and Transparency, Unsupervised Learning, Natural Language Generation, Information Retrieval.
- 4.5 years at Google as a global Product Manager & programmer on adTech software. Joined a recently acquired team of five, helped grow the product to $1 billion annual revenue and 1 million queries-per-second .
- 1.5 years at sea teaching disadvantaged teens teamwork via sailing.

EDUCATION

U. of Edinburgh, Edinburgh — *PhD Candidate (Dissertation Phase) in Informatics: Institute for Language, Cognition, and Computation*

September 2019 - 2022 (expected), advised by Adam Lopez

Research in Multilingual NLP, Fairness and Transparency. Primary supervisor for MSc student dissertations.

U. of Washington, Seattle — *MS in NLP/Computational Linguistics*

September 2017 - June 2019 , GPA: 3.97

Projects: classification, sequence-tagging, language models, linguistics, parsing, topic models, automatic summarization, information retrieval

UCLA, Los Angeles — *BA Ancient Greek, Minor in Film*
Grad date: September 2010, GPA 3.98

UCLA Honors Program, summa cum laude, Phi Beta Kappa, 5 scholarships

EXPERIENCE

Bayes Centre for Data Science — *Consulting NLP Engineer*

November 2019 - Present

- Created a multilingual event and entity extraction ML system, to classify and process articles from Africa and map the spread of livestock diseases across 12 African countries. In collaboration with the Gates Foundation. Presented at a LD4D conference in Feb 2020.

Information Sciences Institute, LA — *Visiting Researcher*

July 2018 - June 2020

- Research engineer in Narrative Generation, Human-AI interaction & DARPA NLP projects. Build novel state-of-the-art systems in PyTorch. Responsible for research experiments & authoring works for publication.

Google, Tokyo, NYC, Shanghai — *Product Manager, AdTech*

July 2012 - Oct 2015

- Launched main product in AU/NZ, Japan, China by increasing local partner integrations by 300%, and driving localization and language detection/categorization. Developed the Asia-Pacific region to a revenue growth of 212% YoY ($11M to $34M).

- PM for global relationship with Yahoo!; eliminated primary source of on-call incidents.

- PM for global Machine Learning bidding algorithm improvements, influencing 30% of revenue, and for anti-Malware features.

Programming Languages

Fluent: Python & Django

Conversational: C++, SQL

Natural Languages
Conversational: Japanese, Spanish, Ancient Greek

Skills

Machine Learning

Neural Networks

Jira, Git, Latex, Balsamiq, Sketch, Alexa Platform

PROJECTS
Interactive NLP

Built an Interactive Neural Story Writing system: video, link

Human-AI Interfaces

Collaboration with performance artists to investigate how the public views and interacts with AI systems. First shows premiered in Amsterdam and NYC (2019), in collaboration with the VALES project: link

Excelsior Trust (non-profit)

Work on *Excelsior*, a historic wooden 23m ship in the North Sea & Baltic, which offers team building for teens & recovering addicts.

Began as a volunteer, subsequently hired as relief Boatswain & relief First Mate, then elected to the board. 15,000 nautical miles.

Digital Mapping of the Ancient World

Developed 3D reconstructions of Ancient Rome throughout time, to integrate a *time dimension* into Google Earth. As part of the UCLA Experiential Technologies Center, in 2010. (The Google Earth API has now been turned down, but more work done by the same lab can be found here)

Google, NYC— *Technical Account Manager, AdTech*

January 2011 - June 2012

- Designed custom solutions in python/django for clients responsible for 40% of product revenue.

- Product Specialist in charge of organising QA (technical and user) for all releases and for the migration from Amazon ec2 to Google infrastructure.

UCLA Academics in the Commons, LA — *Tutor*

September 2008 - December 2010

- Tutor (individual and group) for UCLA students in: C++, Astronomy, Earth & Space Sciences, ESL Composition, Ancient Greek texts

PUBLICATIONS

First Author Papers:

- *Intrinsic Bias Metrics Do Not Correlate with Application Bias* (arXiv preprint, 2021) [arXiv link](#)
- *Content Planning for Neural Story Generation with Aristotelian Rescoring* (EMNLP 2020) [arXiv link](#)
- *Scaling Systematic Literature Reviews with Machine Learning Pipelines* (EMNLP 2020) [arXiv link](#)
- *Plan, Write, and Revise: an Interactive System for Open-Domain Story Generation* (NAACL 2019) [arXiv link](#), [demo video](#)

AWARDS & PRESENTATIONS

Awards:
- Nominated to be an Apple AI Fellow (Universities can nominate 5 students per year, final decisions Dec 2020).
- First-place Alexa social bot (restaurant-recommender) in Amazon competition

Presentations:
- Poster presentations in Natural Language Generation at [ACM IUI 2019 conference](#) reception
- Seminars at Information Sciences Institute, University of Washington, and UCLA.