

# Seraphina Goldfarb-Tarrant

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## SUMMARY

- NLP (Natural Language Processing) researcher in Natural Language Generation, Multilingual NLP, Machine Learning Transparency, Unsupervised Learning, Dialogue Agents, 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 in Informatics, Institute for Language, Cognition, and Computation*

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

Research in Multilingual NLP and Fairness and Transparency

### 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

### Information Sciences Institute, LA — *Visiting Researcher*

July 2018 - Present

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

### 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.

## Programming Languages

Fluent: Python & Django

Conversational: C++, SQL

## Skills

Machine Learning

Neural Networks

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

## Natural Languages

Conversational: Japanese, Spanish, Ancient Greek

## PROJECTS

### Interactive NLP

Built the backend for 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. ENG1, STCW-95, 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](#))

## 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

### RESEARCH, PUBLICATIONS, PRESENTATIONS

#### First Author Papers:

- *Plan, Write, and Revise: an Interactive System for Open-Domain Story Generation* (NAACL 2019)
- Second NLG paper currently under double-blind review

#### Presentations:

- Two poster presentations in Natural Language Generation at [ACM IUI 2019 conference](#) reception

#### Awards & Other:

- First-place Alexa social bot (restaurant-recommender) in Amazon competition