Shengli Hu

CONTACT INFORMATION	185 Channel Street, Apt 436 San Francisco, CA 94158 She/Her/Hers	Phone: (213) 271-5530 E-mail: sh2264@cornell.edu Website: shenglihu.com	US Permanent Resident Chinese citizen

WORK EXPERIENCE

OpenAI, San Francisco, California

Member of Technical Staff, April 2022 - Now
- Developed automated and scalable evaluation frameworks for multimodal foundation models (CLIP, DALLE, GLIDE, DALLE 2) on visual reasoning capabilities, art style consistency, regurgitation, and societal biases.
- Developed automated and scalable evaluation frameworks of persuasion and deception as part of MAPS (manipulation, powerseeking behaviors) Evaluation Suites for AGI Safety.

Dataminr, New York City, New York

Research Scientist, August 2019 - April 2022
- Proposed, built, and deployed large-scale **object detection**, **image classification**, and **OCR** models for visual content discovery and noise reduction, accounting for over 98% of monthly highlights of vision wins;
- Proposed and developed an internal **active learning** pipeline for efficient model training;

EDUCATION

Cornell University, Ithaca, New York

Ph.D., Information Management, Johnson School of Management, 2019
Concentrations: Quantitative Marketing, Computer Science, Information Management

University of Southern California, Los Angeles, California

PhD-level Coursework in Economics, Dept of Economics, 2014

Fudan University, Shanghai, China

B.S., Management Science, School of Management, 2012

SELECTED PUBLICATIONS AND WORK IN PROGRESS

Shengli Hu. 2022. "A Diverse and Interpretable Benchmark for Viti- and Vini-cultural Visual Understanding." In Proceedings of AAAI Conference on Artificial Intelligence (***AAAI*** 2022) AIAFS Workshop. [AI for Social Good, Fine-grained Visual Categorization, Domain-Experts-in-the-Loop]

Shengli Hu. 2021. [**Book**] "Neural Networks and Nebbiolo: Artificial Intelligence for Wine." Ciel d'Avril. [Contents Link, AI for Wine from Vine to Glass]

Shengli Hu. 2020. "Detecting Domain-Specific Credibility and Expertise in Text and Speech." In Proceedings of ***InterSpeech*** *2020*. [Multimodal Learning, Multi-task Learning, SpeechBert]

Mahdi Abavisani, Liwei Wu, **Shengli Hu**, Joel Tetreault, Alex Jaimes. "Multimodal Categorization of Crisis Events in Social Media." 2020. In Proceedings of *Computer Vision and Pattern Recognition* (***CVPR*** *2020*). [Cross Attention, AI for Social Goods, Language and Vision, Multimodal Learning]

Shengli Hu. "Detecting Concealed Information in Text and Speech". 2019. In Proceedings of *Association of Computational Linguistics* (***ACL*** *2019*) [**Best Paper Award Nominee**]

Shengli Hu. "Somm, Into the Model". 2018. In Proceedings of *Empirical Methods in Natural Language Processing* (***EMNLP*** *2018*).

Shengli Hu, and Ali Borji. "Understanding Perceptual and Conceptual Fluency at a Large Scale". 2018. In Proceedings of *European Conference on Computer Vision (**ECCV 2018**).* [Cognition & Perception]

Shawn Mankad, **Shengli Hu**, and Anandasivam Gopal. "Single Stage Prediction with Embedded Topic Modeling of Online Reviews for Mobile App Management". 2017. ***Annals of Applied Statistics***. [Non-negative Matrix Factorization, Optimization]

Shengli Hu. "Understanding Visual and Conceptual Fluency at a Large Scale". 2017. *International Conference of Computer Vision (**ICCV 2017**), Mutual Benefits of Cognitive and Computer Vision (**MBC**) Workshop.* [Information Theory, Perception, Visualization]

Shengli Hu. "Never Tell Me the Odds: How Belief Dynamics Shape Audience Experience in Sports". ***Spotlight** talk at the Association for Computational Linguistics (**ACL 2017**) Workshop on Natural Language Processing and Computational Social Science (**NLP+CSS**).* [Functional Data Analysis, Behavioral Economics, Vector Autoregression]

Shengli Hu, Shawn Mankad, Vrinda Kadiyali. "Information Design and Audience Experience". 2017. *Marketing Science Conference.* [Bayesian Game Theory, Behavioral Economics, Text Mining]

Shengli Hu. "Dynamics of Ideation in Crowdsourcing Platforms". 2013. *The Institute for Operations Research and the Management Sciences (**INFORMS**) Annual Conference.* [Game/Contract Theory, Signaling]

Shengli Hu, and Weixin Shang. 2012. "Managing Green Supply: Carbon Labeling Implications in Supply Chains". ***INFORMS** International Conference.* [Game/Contract Theory, Signaling]

SOFTWARES AND LANGUAGES	Python, Pytorch, Pytorch3D, JAX, Keras, AWS, Airflow, D3, R, JavaScript, three.js, WebGL, C/C++, Java, bash, LaTeX, Mapbox, SQL
INTERNSHIP EXPERIENCE	Citibank (Operations), HSBC (New Product Development), GE Capital (Marketing)
TEACHING EXPERIENCE	International Marketing; Introduction to Programming in R & SQL; Advanced Data Analytics
SCHOLARSHIPS	Renmin Scholarship, 2009-2012; Honor Thesis, Fudan University, 2012 Sage Fellowship, Cornell University, 2014-2018; Conference Grants, Graduate School, 2015-2018; Travel Award, EMNLP (2018), ACL (2019)
ACADEMIC EXPERIENCE AND SERVICE	Researcher at the Lab for Experimental Economics & Decision Research (LEEDR), 2015 Research Assistant at the Los Angeles Behavioral Economics Laboratory (LABEL), 2014 Ad hoc reviewer for *ECCV, ACL, NAACL, Management Science, International Conference on Information Systems.* etc.
MISC	Diploma in Wine with Merit with Wine and Spirits Education Trust (WSET) Certified Sommelier with The Court of Master Sommelier (CMS) Certified Specialist of Wine with Society of Wine Educators (SWE) Certified Specialist of Spirits with Society of Wine Educators (SWE) Studying for Master of Wine