Weiwu Zhu

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Education

Peking University, Beijing, China   Sep. 2008 - Jun. 2011
M.S. in Software Engineering

Wuhan University, Wuhan, China   Sep. 2004 - Jun. 2008
B.S. in Software Engineering

Employment

Apple   Machine Learning Engineer
Cupertino, CA, United States   Nov. 2022 - Present

- Working on **Search Relevance** for Apple Map, and focusing on query understanding augmented by large language models.

Meta   Machine Learning Engineer
Bellevue, WA, United States   Jan. 2020 - Nov. 2022

- Worked on **Ads Ranking** and Delivery for Facebook App Monetization team as a **Tech Lead**. Leading the whole engineering team to optimize monetization efficiency on FB video surfaces like Reels and Story through modeling, signal mining, delivery optimization, etc.

Microsoft   Senior Software Engineer
Bellevue, WA, United States   Jan. 2015 - Dec. 2019

- Worked on Bing **Local Entity Search** as a **Tech Lead**, especially on entity understanding by leveraging **Deep Learning**, query understanding with **Natural Language Processing** (**NLP**), search relevance, and large scale data mining and crawling.

Microsoft China   Software Engineer
Beijing, China   Jul. 2011 - Dec. 2014

- Worked on Microsoft virtual assistant **Cortana** in many different areas, including **Speech Synthesis** (**TTS**) engine, **Natural Language Generation** (**NLG**), and **Knowledge Graph** cataloging billions of entities and their relationships.

Experience

Microsoft Research Asia   Intern Researcher
Beijing, China   Jan. 2010 - Jun. 2011

- Research project: Voice Activity Detection for speech recognition in noisy environments.
- Research project: Speech Enhancement using microphone array for speech recognition.

Patent

Weiwu Zhu, jointly with Albert J. Thambiratnam & Frank T. Seide, Leveraging speech recognition feedback for voice activity detection, *United States Patent No. 8,650,029*

Weiwu Zhu, jointly with Ming Sui & Shengcai Peng, Language Modeling For Speech Recognition Leveraging Knowledge Graph, *WO2016196320*

Publication

Weiwu Zhu, Using Knowledge Graph and Search Query Click Logs in Statistical Language Model For Speech Recognition, *InterSpeech 2017*

Kit Thambiratnam, **Weiwu Zhu**, and Frank Seide, Voice Activity Detection Using Speech Recognizer Feedback, *InterSpeech 2012*

Award

Microsoft China Hack Day   Apr. 2013
Category Winner

Microsoft Research Asia   Jul. 2011
Certificate of Excellent Internship

Skill

Programming: Skilled in Python and C++, and familiar with C#, Java, and SQL language; Familiar with Speech Technology, Knowledge Graph, Search Relevance, and Machine Learning;

Language: Chinese (native), English (fluent)