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
Seattle, WA, United States — Nov. 2022 - Present

- Working on **Apple Intelligence** for Siri, and focusing on large language model augmented query understanding.

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, SQL, and Bash; Professional at Search Relevance, Ads Ranking, Speech Technology, and Machine Learning;

Language: Chinese (native), English (fluent)