

# Weiwu Zhu

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Education	<b>Peking University, Beijing, China</b> M.S. in Software Engineering	Sep. 2008 - Jun. 2011
	<b>Wuhan University, Wuhan, China</b> B.S. in Software Engineering	Sep. 2004 - Jun. 2008
Employment	<b>Apple</b> Seattle, WA, United States	Engineering Manager Nov. 2022 - Present
	<ul style="list-style-type: none"><li>Working on <b>Query Understanding</b> for Siri &amp; Spotlight search. Leading an engineering team focused on building QU models that are powering various of Apple products.</li></ul>	
	<b>Meta</b> Bellevue, WA, United States	Machine Learning Engineer Jan. 2020 - Nov. 2022
	<ul style="list-style-type: none"><li>Worked on <b>Ads Ranking</b> and Delivery for Facebook App Monetization team as a <b>Tech Lead</b>. Leading the whole engineering team to optimize monetization efficiency on FB video surfaces like Reels and Story through modeling, signal mining, delivery optimization, etc.</li></ul>	
Experience	<b>Microsoft</b> Bellevue, WA, United States	Senior Software Engineer Jan. 2015 - Dec. 2019
	<ul style="list-style-type: none"><li>Worked on Bing <b>Local Entity Search</b> as a <b>Tech Lead</b>, especially on entity understanding by leveraging <b>Deep Learning</b>, query understanding with <b>Natural Language Processing (NLP)</b>, search relevance, and large scale data mining and crawling.</li></ul>	
	<b>Microsoft China</b> Beijing, China	Software Engineer Jul. 2011 - Dec. 2014
	<ul style="list-style-type: none"><li>Worked on Microsoft virtual assistant <b>Cortana</b> in many different areas, including <b>Speech Synthesis (TTS)</b> engine, <b>Natural Language Generation (NLG)</b>, and <b>Knowledge Graph</b> cataloging billions of entities and their relationships.</li></ul>	
Patent	<b>Microsoft Research Asia</b> Beijing, China	Intern Researcher Jan. 2010 - Jun. 2011
	<ul style="list-style-type: none"><li>Research project: Voice Activity Detection for speech recognition in noisy environments.</li><li>Research project: Speech Enhancement using microphone array for speech recognition.</li></ul>	
Publication	<b>Weiwu Zhu</b> , jointly with Albert J. Thambiratnam & Frank T. Seide, Leveraging speech recognition feedback for voice activity detection, <i>United States Patent No. 8,650,029</i>	
	<b>Weiwu Zhu</b> , jointly with Ming Sui & Shengcai Peng, Language Modeling For Speech Recognition Leveraging Knowledge Graph, <i>WO2016196320</i>	
Award	<b>Weiwu Zhu</b> , Using Knowledge Graph and Search Query Click Logs in Statistical Language Model For Speech Recognition, <i>InterSpeech 2017</i>	
	Kit Thambiratnam, <b>Weiwu Zhu</b> , and Frank Seide, Voice Activity Detection Using Speech Recognizer Feedback, <i>InterSpeech 2012</i>	
Skill	<b>Microsoft China Hack Day</b> Category Winner	Apr. 2013
	<b>Microsoft Research Asia</b> Certificate of Excellent Internship	Jul. 2011
Skill	<b>Programming:</b> Skilled in Python and C++, and familiar with C#, Java, SQL, and Bash; Professional at Search Relevance, Ads Ranking, Speech Technology, and Machine Learning;	
	<b>Language:</b> Chinese (native), English (fluent)	