

Weiwu Zhu

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Education	Peking University, Beijing, China M.S. in Software Engineering	Sep. 2008 - Jun. 2011
	Wuhan University, Wuhan, China B.S. in Software Engineering	Sep. 2004 - Jun. 2008
Employment	Apple Cupertino, CA, United States	Machine Learning Engineer Nov. 2022 - Present
	<ul style="list-style-type: none">Working on Search Relevance for Apple Map, and focusing on query understanding augmented by large language models.	
	Meta Bellevue, WA, United States	Machine Learning Engineer Jan. 2020 - Nov. 2022
	<ul style="list-style-type: none">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 Bellevue, WA, United States	Senior Software Engineer Jan. 2015 - Dec. 2019
Experience	<ul style="list-style-type: none">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 Beijing, China	Software Engineer Jul. 2011 - Dec. 2014
	<ul style="list-style-type: none">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.	
Patent	Weiwu Zhu , jointly with Ming Sui & Shengcai Peng, Language Modeling For Speech Recognition Leveraging Knowledge Graph, <i>WO2016196320</i>	
	Weiwu Zhu , 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>	
Publication	Weiwu Zhu , Using Knowledge Graph and Search Query Click Logs in Statistical Language Model For Speech Recognition, <i>InterSpeech 2017</i>	
	Kit Thambiratnam, Weiwu Zhu , and Frank Seide, Voice Activity Detection Using Speech Recognizer Feedback, <i>InterSpeech 2012</i>	
Award	Microsoft China Hack Day Category Winner	Apr. 2013
	Microsoft Research Asia Certificate of Excellent Internship	Jul. 2011
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)	