

Alaa Awad

Staff II Machine Learning Engineer

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EXPERIENCE

Etsy Inc, Brooklyn, NY — Staff II Machine Learning Engineer

Jan 2015 - PRESENT

Experience machine learning engineer with expertise in Deep Learning Systems. I was Etsy's first ML Engineer helping build many of the initial ML systems still in-use at Etsy today. As a leader, I've helped grow the Ads team, cultivate the data science culture through architecture groups, community events, and research conferences. On the Ad-Ranking team I helped build Ads first Learning to Rank system, TFX Pipelines, Recommender system, Multitask DNNs, Embedding Based Retrieval, Image Search, and Transformer-based personalization ranking.

Allen & Company, New York, NY — EM / Data Engineer

Jan 2012 - Jan 2015

Lead the technical team behind the corporate events division. Managed stakeholders and teams who worked on the content management system behind the yearly high profile Sun Valley and Arizona investor Conferences. Duties include managing multiple stakeholders, contractors, database administration, analytics reporting, ETL process, and server backups.

Karolinska University, Stockholm Sweden — Software Eng

Sep 2010 - Apr 2012

As a lead software engineer, I worked with the psychiatric research department to help build alcohol, drug-abuse, and medication-adherence intervention studies through web, native-app, and telephone speech-recognition systems.

EDUCATION

Pace University, New York, NY

Master of Science - Data Science

Boston University, Boston, MA

Bachelors of Science Electrical Engineering

SKILLS

Ad Ranking, Information Retrieval, Computer Vision Natural Language Processing, Computational Advertising, Deep Learning

BLOGS

[Leveraging Real Time User Actions to Personalize Etsy Ads](#)

[From Image Classification to Multitask Modeling: Building Etsy's Search by Image Feature](#)

[How We Built A Context-Specific Bidding System for Etsy Ads](#)

LANGUAGES

Python, Java, Scala, PHP, SQL, Spark, Tensorflow, Pytorch, FastText, Faiss, GCP, Kafka

RESEARCH PUBLICATIONS

[adSformers: Personalization from Short-Term Sequences and Diversity of Representations in Etsy Ads](#)

[Efficient Large-Scale Visual Representation Learning And Evaluation](#)