Houshmand Shirani-Mehr

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EDUCATION

⬦ **Stanford University**, Ph.D. in MS&E (Computational Social Science) — 2019

⬦ **UC Davis**, M.Sc. in Electrical & Computer Engineering — 2012

⬦ **Sharif University**, B.Sc. in Electrical Engineering — 2009

EXPERIENCE

⬦ **Snap Inc.** — 01/2017 - Present
Data Scientist, Ad Targeting & Measurement
- Leading the development of methodology for Snap identity graph.
- Developed the modeling approach for Snap's probabilistic IP matching to help with better attribution of pixel requests, resulting in 5% improvement in pixel revenue.
- Developed the methodology for Snap's probabilistic third-party user matching and designed the production pipeline, improving our accuracy metrics by 40%.
- Led data science efforts on Snap-to-Store, Snap's most sophisticated in-house measurement solution to measure lift in offline conversion for advertisers on Snapchat. I designed the methodology and implemented the modeling pipeline including the development of the Spark application. Snap-to-Store was used to measure 40M ad spend on Snapchat in 2017.

⬦ **Facebook Inc.** — Summer 2016
Data Science Intern, Messenger Growth
Analyzed content shared on Facebook Messenger to propose features to increase engagement.

⬦ **IBM Research** — Summer 2015
Research Intern, Advanced Computing
Developed the first iteration of an analytics pipeline for modeling sensor array data.

⬦ **Intel Corporation** — 2011 - 2014
Component Designer, Visual & Parallel Computing Group
Designed and validated multiple video processing units for graphics core of Intel processors.

SELECTED PUBLICATIONS

⬦ Disentangling Total Error, Bias, and Variance in Election Polls
with Sharad Goel, David Rothschild, and Andrew Gelman
Journal of the American Statistical Association, Vol. 113, 2018.

⬦ One Person, One Vote? Estimating the Prevalence of Double Voting in U.S. Presidential Elections
with Sharad Goel, Marc Meredith, Micheal Morse, and David Rothschild
under revision in American Political Science Review.

⬦ Going Beyond National Elections: Using Bayesian Methods and Large-scale Data to Predict the House Elections
with Tobias Konitzer, Sharad Goel, and David Rothschild
working paper.

PATENTS

⬦ Y. Ma, S. Wu, M. Akhoondi, H. Shirani-Mehr and D. Cohen. 2017. Location based measurement solution. U.S. Patent Application 62/484299, filed April 2017. Patent Pending.

HONORS AND AWARDS

⬦ Snap Engineering Craftsmanship Award, 2018.

⬦ Stanford School of Engineering Fellowship, 2015.

⬦ Intel Divisional Recognition Award, 2013.

TECHNICAL SKILLS

Programming Languages:	R, Python, Scala, SQL, C++
Platforms & Packages:	Apache Spark, Apache Beam, MATLAB