

# Pardis Noorzad

*data scientist | software engineer*

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- June'16– **Data Scientist**, Twitter, San Francisco, California.  
Present
  - Product data science.
- July'15– **Data Scientist**, Paytm Labs, Toronto, Canada.  
Mar'16
  - Fast rule creation and threshold tuning for real-time fraud detection.
  - Design and implementation of a generic feature creation pipeline.
  - SQL/HiveQL to Spark migration + Databricks™ support.
  - Deal pool ranking and personalization.
- Jan'14– **Data Scientist**, Rubikloud Technologies, Toronto, Canada.  
Mar'15
  - Real-time anomaly and change detection.
  - Product and keyword trend detection.
  - Promotion analysis (halo, cannibalization, and baseline estimation).
  - Product basket and product network analysis.

## programming languages | tools

- Present Data products and analysis with **Scala**, **Scalding**, **Vertica**, and **Python**.
- Past Data products in **Scala** and **Spark**; also **Python** and **PySpark**. Stream processing with **Storm** and **Java**.
- #tbt Game and OO programming in **Java** and **Swing**; **C/C++** and **Qt**. Web apps with the **LAMP** stack; also with the [**Java**, **Struts2**, **Tomcat**, **Hibernate**] stack. Signal processing, machine learning, and statistics with **R** and **Matlab**.

## education

- 2012–2015 **Applied Mathematics**, *Master of Science*.  
Department of Mathematics, Ryerson University, Toronto, Canada
- 2009–2012 **Artificial Intelligence**, *Master of Science*.  
Department of Computer Engineering, Amirkabir University of Technology, Tehran, Iran
- 2004–2009 **Software Engineering**, *Bachelor of Science*.  
School of Electrical and Computer Engineering, University of Tehran, Tehran, Iran

## research experience

- 2013–2015 **Random graph models of online social networks**.  
Prof. Anthony Bonato, Graphs @ Ryerson, Ryerson University
- 2010–2012 **Feature learning for large-scale image classification**.  
Prof. Mehrdad Shahshahani, Machine Intelligence & Vision Lab, Sharif University of Technology
- 2011–2012 **Feature learning for audio classification**.  
Prof. Bob L. Sturm, Aalborg University Copenhagen and Amirkabir University of Technology
- 2009–2012 **Classification and regression for large-scale high-dimensional problems**.  
Prof. M. Rahmati, Image Processing & Pattern Recognition Lab, Amirkabir University of Technology
- 2008–2009 **Transfer learning for reinforcement learners**.  
Prof. Majid Nili Ahmadabadi, Robotics and AI Lab, University of Tehran

- 2007–2008 **Automatic verification of composed web services (specified in WS-BPEL) using Reo and constraint automata.**  
Prof. Marjan Sirjani, Formal Methods Lab, University of Tehran

## publications

- 2012 **Efficient classification based on sparse regression.**  
MSc Thesis, Department of Computer Engineering & IT, Amirkabir University of Technology
- 2012 **Regression with sparse approximations of data, with B. L. Sturm.**  
European Signal Processing Conference (EUSIPCO)
- 2012 **On automatic music genre recognition by sparse representation classification using auditory temporal modulations, with B. L. Sturm.**  
Lecture Notes in Computer Science, Springer

## presentations

- 21.05.14 **Modelling the Facebook™ network: The memoryless GEO-P graph model.**  
University of Guelph, Guelph, Canada
- 12.03.12 **SPARROW: Sparse approximation weighted regression.**  
Université de Montréal, Montreal, Canada
- 22.02.12 **SPARROW: Sparse approximation weighted regression.**  
Sharif University of Technology, Tehran, Iran
- 05.10.11 **Sparse coding and dictionary learning.**  
Sharif University of Technology, Tehran, Iran
- 18.05.11 **Feature learning with deep networks for image classification.**  
Sharif University of Technology, Tehran, Iran
- 04.11.10 **High-dimensional data and dimensionality reduction.**  
Institute for Studies in Theoretical Physics and Mathematics (IPM), Tehran, Iran

## teaching

- W12,W13 **MTH 314 Discrete Mathematics for Engineers**, Ryerson University.  
F13 **MTH 718 Design and Codes**, Ryerson University.  
F13 **MTH 110 Discrete Mathematics I**, Ryerson University.  
F12,F13 **MTH 141 Linear Algebra**, Ryerson University.  
F12–F13 **MTH 140 Calculus I**, Ryerson University.  
F06–F08 **Data Structures and Algorithms**, University of Tehran.

## service

- 2013–2014 **Graduate Students' Senate Representative**, Ryerson University.  
2013–2014 **Senate Priorities Committee (SPC)**, Ryerson University.  
2013–2014 **Senate Learning and Teaching Committee**, Ryerson University.  
2013–2014 **Policy 60 Review Committee**, Ryerson University.  
2010–2011 **ICELET 2010 Publications Committee**, Amirkabir University of Technology.  
2007–2008 **ACM Student Chapter Vice-Chair**, University of Tehran.  
2006–2008 **Computer Engineering Students' Representative**, University of Tehran.