Uri Schonfeld – Curriculum Vitae

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Contact Information

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Research Interests

- **Machine Learning:** machine learning, production machine learning, deep learning, word embedding, classification, ranking, recommendation systems.
- **Web:** web search, web crawling, web data mining, ranking in social networks.
- **Operating Systems:** file systems, distributed file systems, databases, semantic file systems.
- **Distributed Systems:** distributed computing, distributed storage systems, peer-to-peer networks.

Education

2006 – 2011	Ph.D. in **Computer Science**, UCLA - University of California Los Angeles. Research advisor: Prof. Junghoo John Cho. Research Topic: Web Crawling for Results. GPA: 4.0.
2004 – 2006	M.Sc. in **Electrical Engineering**, Technion - Israel Institute of Technology, Haifa, Israel. Research advisors: Dr. Ziv Bar-Yossef and Dr. Idit Keidar. Research topic: Detecting near-duplicate web pages using their URLs GPA: 91.2/100.
1995 – 2000	B.Sc. in **Computer Science**, Technion - Israel Institute of Technology, Haifa, Israel. *Cum laude*. GPA: 86.2/100.

Employment

2016 – Present	Working fulltime on Hyperfoo, Inc.
2019 – Present	Teaching Applied Machine Learning at Berkeley's MIDS program.
2018 – 2019	Consulting with Hyperfoo for BlueOrange on applying machine learning and data science.
2018 – 2018	Consulting with Hyperfoo for CircleUp on Entity Reconciliation and machine learning in production.
2017 – 2017	Consulting with Hyperfoo for Talla on building a machine learning framework and productionizing machine learning.
2016 – 2016	Instructor at UC Berkeleys online Master of Information and Data Science.
2015 – 2016	Research Scientist, Yahoo Labs, Sunnyvale CA, USA. Worked on applying Deep Learning to Question Answering.
2014 – 2015	Research Scientist, Yahoo Labs, Sunnyvale CA, USA. Implemented a flexible framework for Entity Reconciliation for the Knowledge Graph.
2013 – 2014	Senior Software Engineer, Yahoo, Sunnyvale CA, USA. Worked on the Knowledge Graph.
2012 – 2013	Working fulltime on tooob.com.
2011 – 2012	Software Engineer, Google, Kirkland WA, USA. Working on the cold start problem in bid optimization.
2009 – 2011	Research assistant, UCLA, Los Angeles CA, USA.
2008 – 2009	Intern, Google, Seattle WA, USA.
Summer 2007	Intern, Yahoo! Inc., Santa Clara CA, USA.
2006 – 2007	Research assistant, UCLA, Los Angeles CA, USA.
2004 – 2006	Research assistant and teaching assistant, Technion - Israel Institute of Technology, Haifa, Israel. Supervised student projects dealing with peer-to-peer networks, file systems, and web crawling.
1997-2004	Research Staff Member and Software Engineer, IBM Haifa Research Labs, Haifa, Israel. Participated in the following projects: • Reef: Linux based storage controller. • zFS: Experimental distributed file system. • iBoot: Boot over iSCSI: project architect and team member. • iSCSI: SCSI over TCP/IP. • Stego: Electronic book. • GPFS: General Parallel File System.
1992 – 1994	Military service, Israel Defense Forces, Israel.

Teaching Experience

- Lecturer, Applied Machine Learning - Master of Information and Data Science at University of California Berkeley.

- Lecturer, Storage and Retrieval - Master of Information and Data Science at University of California Berkeley.
- Instructor, Operating Systems - Technion External Studies Division.
- Teaching Assistant, Introduction to Computer Science - University of California Los Angeles.

Publications

1. M. Welch, U. Schonfeld, D. He and J. Cho, Topical Semantics of Twitter Links. In the Proceedings of the 4th International Conference on Web Search and Data Mining (WSDM), 2011.
2. U. Schonfeld, and N. Shivakumar, Sitemaps: Above and Beyond the Crawl of Duty. In the Proceedings of the 18th International World Wide Web Conference (WWW), 2009.
3. Z. Bar-Yossef, I. Keidar, and U. Schonfeld. Do Not Crawl in the DUST: Different URLs with Similar Text. In the ACM Transactions on the Web (TWEB) Vol. 3, No. 1, 2009
4. J. Cho, and U. Schonfeld, RankMass Crawler: A Crawler with High PageRank Coverage Guarantee. In the Proceedings of the 33rd International Conference on Very Large Databases (VLDB), 2007.
5. Z. Bar-Yossef, I. Keidar, and U. Schonfeld. Do Not Crawl in the DUST: Different URLs with Similar Text. In the Proceedings of the 16th International World Wide Web Conference (WWW) 2007.
6. Z. Bar-Yossef, I. Keidar, and U. Schonfeld. Using Logs to Uncover DUST: Different URLs with Similar Text. Poster in the Proceedings of the 15th International World Wide Web Conference (WWW) 2006.

Patents

1. A. Azagury, C. Leue and, U. Schonfeld. Search Enginge Coverage. *Filed patent application.* IBM Haifa Research Labs, July 2005.
2. U. Schonfeld, A. Bhattacharjee, R. Ahuja. System and Method for Detecting Duplicate Content Items. *Filed patent application.* Yahoo-Inc, November 2007.
3. U. Schonfeld, R. Kraft. Automated Search Intent Discovery. Yahoo-Inc, September 2014.
4. N. Golbandi, U. Schonfeld. Generic card feature extraction based on card rendering as an image. Yahoo-Inc, June 2016.

Program committee member

1. 28th International World Wide Web Conference (WWW), 2019.
2. 25th ACM International Conference on Information and Knowledge Management (CIKM) 2016.
3. 25th International Joint Conference on Artificial Intelligence (IJCAI), 2016.
4. 25th International World Wide Web Conference (WWW), 2016.

5. 24th International World Wide Web Conference (WWW), 2015.
6. 23rd International World Wide Web Conference (WWW), 2014.
7. 22nd International World Wide Web Conference (WWW), 2013.
8. 5th ACM International Conference on Web Search and Data Mining (WSDM), 2012.
9. 21st International World Wide Web Conference (WWW), 2012.
10. 20th International World Wide Web Conference (WWW), 2011.

Fellowships

1. The Malcolm R. Stacey Memorial Scholarship for 2010-2011.
2. UCLA Graduate Student Fellowship for 2006-2007.

Talks at Seminars

1. Mathematics of Knowledge and Search Engines: Tutorials: Web crawling, 2007.