

# Shengli Hu

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## CONTACT INFORMATION

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She/Her/Hers

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US Permanent Resident  
Chinese citizen

## WORK EXPERIENCE

### OpenAI, San Francisco, California

Member of Technical Staff, April 2022 - Now

- Developed automated and scalable evaluation frameworks for multimodal foundation models (CLIP, DALLE, GLIDE, DALLE 2) on visual reasoning capabilities, art style consistency, regurgitation, and societal biases.
- Developed automated and scalable evaluation frameworks of persuasion and deception as part of long-term evaluation suites for AGI safety.

### Dataminr, New York City, New York

Research Scientist, August 2019 - April 2022

- Proposed, built, and deployed large-scale **object detection**, **image classification**, and **OCR** models for visual content discovery and noise reduction, accounting for over 98% of monthly highlights of vision wins;
- Proposed and developed an internal **active learning** pipeline for efficient model training;

## EDUCATION

### Cornell University, Ithaca, New York

Ph.D., Information Management, Johnson School of Management, 2019

Concentrations: Quantitative Marketing, Computer Science, Information Management

### University of Southern California, Los Angeles, California

PhD-level Coursework in Economics, Dept of Economics, 2014

### Fudan University, Shanghai, China

B.S., Management Science, School of Management, 2012

## SELECTED PUBLICATIONS

**Shengli Hu.** 2022. “A Diverse and Interpretable Benchmark for Viti- and Vini-cultural Visual Understanding.” In Proceedings of AAAI Conference on Artificial Intelligence (**AAAI** 2022) AIAFS Workshop. [AI for Social Good, Fine-grained Visual Categorization, Domain-Experts-in-the-Loop]

**Shengli Hu.** 2021. [Book] “Neural Networks and Nebbiolo: Artificial Intelligence for Wine.” Ciel d’Avril. [Contents Link, AI for Wine from Vine to Glass]

**Shengli Hu.** 2020. “Detecting Domain-Specific Credibility and Expertise in Text and Speech.” In Proceedings of *InterSpeech 2020*. [Multimodal Learning, Multi-task Learning, SpeechBert]

Mahdi Abavisani, Liwei Wu, **Shengli Hu**, Joel Tetreault, Alex Jaimes. “Multimodal Categorization of Crisis Events in Social Media.” 2020. In Proceedings of *Computer Vision and Pattern Recognition (CVPR 2020)*. [Cross Attention, AI for Social Goods, Language and Vision, Multimodal Learning]

**Shengli Hu.** “Detecting Concealed Information in Text and Speech”. 2019. In Proceedings of *Association of Computational Linguistics (ACL 2019)* [Best Paper Award Nominee]

**Shengli Hu.** “Somm, Into the Model”. 2018. In Proceedings of *Empirical Methods in Natural Language Processing (EMNLP 2018)*.

**Shengli Hu**, and Ali Borji. “Understanding Perceptual and Conceptual Fluency at a Large Scale”. 2018. In Proceedings of *European Conference on Computer Vision (ECCV 2018)*. [Cognition & Perception]

Shawn Mankad, **Shengli Hu**, and Anandasivam Gopal. “Single Stage Prediction with Embedded Topic Modeling of Online Reviews for Mobile App Management”. 2017. *Annals of Applied Statistics*. [Non-negative Matrix Factorization, Optimization]

**Shengli Hu**. “Understanding Visual and Conceptual Fluency at a Large Scale”. 2017. *International Conference of Computer Vision (ICCV 2017), Mutual Benefits of Cognitive and Computer Vision (MBC) Workshop*. [Information Theory, Perception, Visualization]

**Shengli Hu**. “Never Tell Me the Odds: How Belief Dynamics Shape Audience Experience in Sports”. *Spotlight talk at the Association for Computational Linguistics (ACL 2017) Workshop on Natural Language Processing and Computational Social Science (NLP+CSS)*. [Functional Data Analysis, Behavioral Economics, Vector Autoregression]

**Shengli Hu**, Shawn Mankad, Vrinda Kadiyali. “Information Design and Audience Experience”. 2017. *Marketing Science Conference*. [Bayesian Game Theory, Behavioral Economics, Text Mining]

**Shengli Hu**. “Dynamics of Ideation in Crowdsourcing Platforms”. 2013. *The Institute for Operations Research and the Management Sciences (INFORMS) Annual Conference*. [Game/Contract Theory, Signaling]

**Shengli Hu**, and Weixin Shang. 2012. “Managing Green Supply: Carbon Labeling Implications in Supply Chains”. *INFORMS International Conference*. [Game/Contract Theory, Signaling]

SOFTWARES AND LANGUAGES Python, Pytorch, Pytorch3D, JAX, Keras, AWS, Airflow, D3, R, JavaScript, three.js, WebGL, C/C++, Java, bash, L<sup>A</sup>T<sub>E</sub>X, Mapbox, SQL

INTERNSHIP EXPERIENCE Citibank (Operations), HSBC (New Product Development), GE Capital (Marketing)

TEACHING EXPERIENCE International Marketing; Introduction to Programming in R & SQL; Advanced Data Analytics

SCHOLARSHIPS Renmin Scholarship, 2009-2012; Honor Thesis, Fudan University, 2012  
Sage Fellowship, Cornell University, 2014-2018; Conference Grants, Graduate School, 2015-2018; Travel Award, EMNLP (2018), ACL (2019)

ACADEMIC EXPERIENCE AND SERVICE Researcher at the Lab for Experimental Economics & Decision Research (LEEDR), 2015  
Research Assistant at the Los Angeles Behavioral Economics Laboratory (LABEL), 2014  
Ad hoc reviewer for *ECCV*, *ACL*, *NAACL*, *Management Science*, *International Conference on Information Systems*. etc.

MISC Diploma in Wine with Merit with Wine and Spirits Education Trust (WSET)  
Certified Sommelier with The Court of Master Sommelier (CMS)  
Certified Specialist of Wine with Society of Wine Educators (SWE)  
Certified Specialist of Spirits with Society of Wine Educators (SWE)  
Studying for Master of Wine