

# Amruta Purandare

CREATIVE MEDIA | ENTERTAINMENT TECHNOLOGY

## EDUCATION

### UNIVERSITY OF MINNESOTA

Masters in Computer Science  
Aug 2002 - Aug 2004

### PUNE UNIVERSITY

Bachelors in Computer Engineering  
July 1998 - July 2002

## SUMMARY

- Creative Engineer inspired by Artistic Imagination & Technical Innovations
- Hands-On expertise on Multimedia projects that involve Audio + Video + Image + Text + Dialogs
- Building rapid prototypes & MVPs to showcase creative & innovative ideas using AI driven Machine Intelligence and latest technology from AR + VR

## CAREER JOURNEY

Started career in 2001 by applying AI + ML to solve Text Mining & Natural Language Understanding (NLU) problems, gradually moving into Speech + Audio + Dialogs, and more recently into Multimedia domain that involves Image Recognition, Video Understanding & Mixed Reality

15+ Years of Diverse Experience across R&D (7 yrs), Corporate IT (5 yrs) and Creative Ventures (5 yrs)

## LATEST PROJECTS

### IMAGE & VIDEO UNDERSTANDING

Identify popular TV, Movie, Cartoon & Comic Book Characters using AutoML Vision

Detect Animal & Bird Species in Wild-Life Documentary Films using Object Detection

Recognize Activities (Swimming, Skating, Boxing, Cycling, Surfing etc) in Sports & Adventure Videos

Classify Food Images (cake, burger, pizza, pasta, juice, noodles etc) using Teachable Machines

Motion Capture in Dance & Action videos

Extract Person from Background & Replace Background using Video Segmentation

Capture Facial Expressions of Actors and Comedians in Dramatic & Comic Scenes

### MUSIC & AUDIO

Audio Classifier to detect:

- Ambiance Sounds: traffic noise, car honking, dog barking, crying baby, drilling noise
- Bird Sounds: identify birds (owl, hawk, duck, pigeon, sparrow, crow, parrot) from sounds
- Musical Notes: keys played on piano

### FASHION & ADVERTISING

Design & customize clothes by selecting Colors, Textures, Patterns, and try them in Virtual Trial-Rooms

Show Product Ads for clothes similar to what actors and models wear in videos

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## ACADEMIC RESEARCH

### KEY AREAS:

Natural Language Processing  
Text Analytics  
Data Mining  
Spoken Language Technology  
Dialog Understanding

### FEATURED PUBLICATION:

Humor Analysis in FRIENDS  
EMNLP 2006, Sydney

### UNIVERSITY OF MINNESOTA

Research Assistant (2002 - 2004)

### UNIVERSITY OF PITTSBURGH

Research Assistant (2004 - 2008)

### UNIVERSITY OF SOUTHERN CALIFORNIA

Visiting Research Assistant (Summer 2007)

### SINGAPORE MANAGEMENT UNIVERSITY

Research Staff Engineer (2009-2010)

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## INDUSTRY EXPERIENCE

Held leadership roles in large corporates & MNCs

Involved in mentoring junior team members

Participated in board meetings, prepared annual go-to-market strategy by identifying key focus areas and potential use-cases per industry sector

Involved in client meetings along with sales and business development teams, to present demos and working prototypes, prepared proposals by outlining the scope of work with key deliverables, milestones, budget & timelines

### PERSISTENT

Project Lead in Analytics (2015-2016)

### MAKE MY TRIP

Principal Data Scientist (2016-2017)

### HAPPIEST MINDS

Associate Director in Analytics (2017-2018)

### AMERICAN EXPRESS

Director of Engineering (2018-2019)

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## INTERNSHIPS

### SONY, JAPAN (2008)

Information Extraction from Wikipedia to build Music Artists Database

### AMAZON, SEATTLE (2005)

Product Taxonomy for Item Catalogs

## ENTREPRENEURSHIP

### CINEMATRIX.IN

Creative Technology for Media Professionals

### FOODLER.IN

Restaurant style Recipes for Busy Professionals and Gourmet Foodies