



Asim Masood

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PERSONAL PROFILE

PEC Registration: ELECT/26215
CNIC #: 31205-0913169-1
Date of Birth: February 10, 1984
Nationality: Pakistani
Marital Status: Married

SUMMARY

- Innovative Assistant Professor bringing proven success in implementing technology-based curriculum delivery and assessment tools. Passionate about fostering academic development and success for every student.
- Meticulous Artificial Intelligence expert working as Chief Executive Officer (CEO) and Chief Technology Officer (CTO) of two different companies is accomplished in compiling, transforming and analyzing complex information through software. Expert in machine learning and large dataset management. Demonstrated success in identifying relationships and building solutions to business problems.

EXPERIENCE

Assistant Professor

Cholistan University of Veterinary and Animal Sciences
03/2024 – Present | Bahawalpur, Pakistan

- I have taught 10 courses to BSc Computer Science students up till now. Main courses were Machine Learning, Deep Learning, and Natural Language Processing (NLP).
- I have also supervised 13 undergraduate Final Year Projects (FYPs).

Chief Technology Officer

Beijing Haibaichuan Technology Co., Ltd.
06/2026 – Present | Beijing, China

- I am leading engineering teams in the end-to-end development, architecture, and testing of intelligent software systems.
- The core focus areas include AI-driven virtual digital human generation systems, metaverse-related technologies, and the industrial application of machine learning.
- We also develop systems capable of generating virtual digital humans in real-time, integrating motion capture, laser positioning, and robotic sensing.

Principal Machine Learning Engineer

Beijing Haibaichuan Technology Co., Ltd.
01/2024 – 05/2026 | Beijing, China

- I am leading engineering teams in the end-to-end development, architecture, and testing of intelligent software systems.

General Manager / Chief Executive Officer

Huzhou Saisuteng Technology Co., LTD.

09/2023 – Present | Huzhou, Zhejiang, China

- Due to the increase in the demand of Information Technology and Metaverse services in China and Pakistan, we have started a new company
- The company specializes in Intelligent Sensor systems, Information Technology services, and Metaverse applications.

Senior Machine Learning Engineer

Beijing Haibaichuan Technology Co., Ltd.

03/2023 – 12/2023 | Beijing, China

- Developed cutting-edge software solutions related to Metaverse Virtual Humans, game development and machine learning.

Assistant Professor

CISCOM

02/2022 – 02/2023 | Rawalpindi, Punjab, Pakistan

- Taught short courses related to Artificial Intelligence and Microprocessor Systems.

PhD Research Fellow

University of Science and Technology of China

09/2017 – 06/2021 | Hefei, China

- Conducted research focusing on Machine Learning, Artificial Intelligence, Statistical Signal Processing, Speech Recognition, Speaker Verification, and Speech Separation.

Lecturer

The University of Lahore

04/2016 – 08/2017 | Islamabad, Pakistan

- Taught fundamental and advanced electrical engineering courses to BE Electrical Engineering students.

Lecturer

Riphah International University

02/2014 – 03/2016 | Islamabad, Pakistan

- Taught fundamental and advanced courses to BE Biomedical Engineering students.

Research Assistant

Victoria University of Wellington

09/2009 – 12/2012 | Wellington, New Zealand

- I have used analog electronics and signal processing algorithms to capture micro-level electrophysiological signals.

Research Student

Royal Liverpool and Broadgreen University Hospital NHS Trust

05/2008 – 09/2008 | Liverpool, United Kingdom

- Conducted research on a specialized project, "Automatic Detection of Blood Vessels in Digital Retinal Images and Classification of Vascular Geometry".

EDUCATION & QUALIFICATIONS

PhD Information and Communication Engineering

University of Science and Technology of China (USTC)

09/2017 – 06/2021 | Hefei, China

Thesis: Speech Separation using Novel Deep Learning and Statistical Signal Processing Techniques

MSc Microelectronic Systems and Telecommunication Engineering

University of Liverpool

09/2007 – 12/2008 | Liverpool, United Kingdom

Graduation Status: Graduated with **Distinction**

Honors & Awards: Awarded the prestigious **Sir Robin Saxby Prize** for the best MSc research project.

Thesis: Blind Source Separation

BE Electrical Engineering

College of Electrical and Mechanical Engineering, NUST

01/2003 – 09/2006 | Rawalpindi, Pakistan

Graduation Status: 1st Division

Final Year Project: Wireless Monitoring System

RESEARCH & PUBLICATIONS

Journal Articles

1. **Asim Masood** and Zhongfu Ye. (2020). "Improvement of Joint Optimization of Masks and Deep Recurrent Neural Networks for Monaural Speech Separation using Optimized Activation Functions." Chinese Journal of Acoustics, Vol. 39, No. 3, pp. 420-432.
2. **A. Masood**, P.D. Teal, and C. Hollitt. (2012). "A non-invasive cochlear microphonic measurement system." Medical Engineering and Physics, 34(8), pp. 1191-1195.
3. Md. Imran Hossain, Md Shohidul Islam, Mst. Titasa Khatun, Rizwan Ullah, **Asim Masood**, and Zhongfu Ye. (2020). "Dual-Transform Source Separation Using Sparse Non-Negative Matrix Factorization." Circuits, Systems & Signal Processing (CSSP). [SCI:OI6VV] [EI:20204409410992]
4. **Asim Masood**, Md Imran Hossain, and Zhongfu Ye. "Independent Vector Analysis based convolutive speech separation using geometric kth nearest neighbor entropy estimator." Statistics, Optimization & Information Computing. [Under Review]
5. **Asim Masood**, Md Imran Hossain, and Zhongfu Ye. "Single Channel Speech Separation using Deep Recurrent Neural Network via Copula Component Analysis." Machine Learning. [Under Review]
6. **Asim Masood** and Faiz Wali. "Noise properties of scattering information using integrating bucket method." Journal of Imaging Science and Technology. [Under Review]

Refereed Conference Papers

7. **A. Masood**, R. Tong, M. Shakeel, and Z. Ye. (2020). "Independent Vector Analysis based Convolutional Speech Separation by Estimating Entropy using Recursive Copula Splitting." Proceedings of the 2020 15th IEEE International Conference on Signal Processing (ICSP), Beijing, China, pp. 646-651. doi: 10.1109/ICSP48669.2020.9321020
8. **A. Masood** and Z. Ye. (2020). "Independent Component Analysis based speech separation using geometric kth nearest neighbor entropy estimator." Proceedings of the 2020 IEEE 5th International Conference on Signal and Image Processing (ICSIP), Nanjing, China, pp. 741-745. doi: 10.1109/ICSIP49896.2020.9339306
9. **A. Masood**, P. Teal, C. Hollitt, and R. Dykstra. (2010). "Cochlear Microphonic Data Acquisition System." IEEE Instrumentation and Measurement Society Workshop on Sensors and Instrumentation in Environmental, Health and Agricultural Applications, Wellington, New Zealand.
10. **A. Masood** and A. K. Nandi. (2008). "Information theory based redundancy and independent component analysis." Proceedings of the 2008 ICA Research Network International Workshop, Liverpool, UK, pp. 25-28

CORE TECHNICAL SKILLS

- **Programming & Scripting:** Python, Blender, Maya, Unreal Engine, Unity, MATLAB, C, C++
- **Hardware Description & Assembly:** VHDL, ARM Assembly Language, Intel Assembly Language
- **Engineering Hardware & Testing:** FPGA Boards, 89C51 Microcontroller
- **EDA & Design Tools:** Altium PCB Designer, Antenna CAD Designer